

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXIII, No. 5

NEW YORK, MAY 3, 1923

10c A COPY

This is to Announce the Removal
of our
Chicago Office
to the
Federal Reserve Bank
Building

We settled in Chicago in 1910.
The growing need for room now
takes us to 164 West Jackson Boule-
vard, cornering on La Salle Street.

We are located on the Twelfth
Floor of this new building—entrance
at Room 1225—where the friends
we have made and our friends in the
making are invited to call.

N. W. AYER & SON
ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



Another Federal Expansion

AGAIN, Federal has enlarged its quarters.

This 1923 expansion is the third in the last six years.

The three expansions together have quadrupled Federal's physical facilities.

These visible milestones of Federal's progress mark a growth that has been steady and sound.

In this, is our pride. For, as our clients grow, so do we.



FEDERAL ADVERTISING
AGENCY, INC.

SIX EAST THIRTY-NINTH ST., NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXIII

NEW YORK, MAY 3, 1923

No. 5

Out - of - Date Credit Information: What It Is Costing Manufacturers in Sales

Thousands of "Bad Credit Risks" of 1920 Are Today Financially Responsible

By J. R. Sprague

[EDITORIAL NOTE: Credit managers do not seem to realize that because a merchant's credit becomes questionable it does not necessarily remain in that condition. During the deflationary period of 1920 and 1921 thousands of retail merchants were squeezed badly. Many of them were men who had always maintained an excellent credit standing. They were caught so hard during the depression, however, that they were not able to maintain this standing. As a result they are now regarded as poor risks in the credit departments of scores of manufacturers and wholesalers. By dint of hard work, careful planning and good management the majority of embarrassed merchants who were not actually forced out of business are now back on their feet again. Their credit is today as good as it ever was.]

These men are potentially enormous distributors of merchandise, but this fact does not seem to be recognized by many credit men. The commercial agencies recognize it because it will be found that while many of these men were given poor ratings in 1921 and possibly in 1922, the latest editions of the commercial registry books show that these buyers are again entitled to credit.

J. R. Sprague demonstrates clearly in the following article that this question is deserving of some consideration. Certainly it is a stupid selling policy for manufacturers to continue regarding as poor credit risks buyers who are now financially responsible for all reasonable requirements.]

IT has been several years since I was last in a certain big Middle West town and one of the first calls was on a friend who operates a handsome specialty store on the lively main street. It was a prosperous appearing establishment, the two show windows dressed in attractive style, while inside a half

dozen salespeople were busy with an assorted lot of customers.

I caught a glimpse of my friend back in his little office at the rear, but he evidently was not in the cheerful mood that his surroundings should have seemed to warrant. He was standing by his desk with a crumpled-up letter in his hand, and as I approached I saw him throw it into the waste basket with a vindictive gesture. He greeted me pleasantly enough, however, and it was not until I asked him how his business affairs were going along that he returned to his mood of discontent.

"Business is pretty fair now," he answered, "but you can bet I've had my full share of troubles. Right now I'd be happier if only some of these manufacturers and jobbers had a little more horse sense!"

This was so radical a statement to come from a man whom I knew to be of a usually mild temper that I could think of nothing to say in reply. He glared at nothing for a space and then reached down into the waste basket from which he pulled the crumpled-up letter I had seen him throw away so irritably a few minutes before. He smoothed it out and handed it to me:

"I don't usually talk about my private affairs," he said, "but I want you to read that."

Table of Contents on page 190

The letter bore the heading of a great Eastern merchandising firm and was in reply to a communication from the merchant in which he had ordered a small shipment of goods. The gist of it was as follows:

"We have your valued order of the 10th inst., calling for a shipment of goods amounting to \$195.70. We regret that our record of past transactions makes it impossible to ship these goods on open account. However, if you will forward the amount by bank draft or money order we shall be glad to make prompt shipment."

When I had finished reading the letter I handed it back to the merchant who threw it again in the waste basket.

"What do you think of that?" he demanded. "From a house that prides itself on being up to date, too. Didn't I tell you some of these manufacturers and jobbers lack horse sense?"

I suggested as gently as possible that perhaps the trouble was with his credit standing, and that the house was simply going by the credit agencies' books.

"That's just what they're not doing," the merchant broke in warmly, "because I am on the credit agency books as O. K. and have been so for more than a year. I admit that I have been a lame duck, but I'm not one now. That house is making it hard for me and passing up business for itself simply because it isn't keeping itself posted."

There was no chance for further talk then, because the merchant was called to the front of the store. "Come back after closing time this evening," he said, "and I'll tell you all about it."

THE RETAILER TELLS WHY HE IS DISTURBED

I accepted the invitation, and the story the merchant told was so intimate and yet so illuminating of retail business conditions during the past few years that I quote him, as nearly as I can, word for word.

"Maybe I made my statement pretty strong when I said the

wholesalers lacked horse sense," the merchant began, "but I'll tell you the whole works and then you can judge for yourself. That letter I was reading when you came in was the climax of an assorted lot of troubles, but the story goes a long way back, so I will start at the beginning.

"As you know, I have been in business more than a dozen years and suppose I have had about the same luck that comes to the average retailer who is not a world beater. Not having much capital when I started, I first located on one of the side streets away from the high-rent district, and for several years did pretty well in a modest way. I was wise enough to confine my buying to two or three jobbing houses, and when business was dull they didn't hold me down to very strict terms of payment, but shipped me all the merchandise I needed on open account and let me pay as I could.

"Things went along this way until about six years ago. By that time I had got on a cash basis and was discounting all my bills, but was anxious to get into the game in a bigger way, and so when I had a chance to get a lease on my present location I took it. The rent was \$500 a month, which was exactly four times what I had been paying on the side street, but I figured I was strong enough to stand it so long as all the others on the street were paying similar prices. I had intended to stick to my old practice of confining my buying to two or three jobbing houses, but I soon found that different locations require different methods, which is a thing that a lot of dealers don't seem to realize. Even though our city has a population of nearly two hundred thousand people, so long as I was on the side street I was to all intents a small-town merchant, doing business almost entirely with personal acquaintances who bought what I had in stock, and who did not demand or expect to be shown such big assortments as were carried by the stores in the high-rent district.

"All this was changed the min-

NEW

ute I changed my location and began bucking the big league game. Of course I held some of my old customers, but I lost a good many, too, because there is always a certain number of people who shop on the side streets because they figure the small man can sell cheaper than the big one. On the side street I could wait on a good share of the trade myself and could usually talk a customer into buying what I showed him, but on Main street I had to depend on clerks to do most of the selling and that, coupled with the fact that four-fifths of the people who came into the store were utter strangers, made it necessary to carry vastly greater assortments in order to keep up with competition.

"I found that I could no longer depend on my two or three jobbing houses for the variety of goods I needed. Before I had been in the new location a year I was buying from upwards of twenty-five manufacturers and jobbing houses. Of course this situation required considerably more skilful financing than in the old days when my jobbers nursed me comfortably along and all I had to do was to remit whatever money I could spare once or twice a month.

"Under the new conditions my purchases from individual houses were in smaller amounts and when a bill fell due the creditor expected it to be paid in full, which of course was entirely proper and businesslike. I had no trouble in getting merchandise wherever I ordered it, because my credit was first-class on account of my record in the side street store, where I had grown from small beginnings and limited capital to the point where I discounted every purchase. In those days whenever I needed a little special stuff from some strange concern all I had to do was to refer it to one of my regular jobbers or to the credit agencies and the goods would be shipped promptly and without further question.

"For three or four years I did very well in the new location. I don't mean to say that I discounted all my bills or even paid

every item in full on the day it fell due, but I always managed to have enough cash on hand to pay the smaller items on time; if an amount fell due that I could not entirely manage I would send part of it and ask for a little extension on the balance. All my creditors appeared to be satisfied, and as for myself, while I had to scratch considerably for money at times I was not particularly worried because I had pulled myself up to a cash basis in the side street location and felt I could do it again on Main street, unless some unforeseen calamity should happen.

DEFLATION BROUGHT EMBARRASSMENT

"Well, the calamity *did* happen, though looking back on it I don't see how anybody could have failed to foresee it. During the winter and spring of 1920 business was great, the only drawback being that it was hard to get merchandise fast enough. Like everyone else I had ordered much more stuff than I actually needed, because for a couple of years it had been seldom that a manufacturer could fill an order completely, and merchants got into the habit of buying from every salesman who came along in hopes of getting enough merchandise here and there to keep their stocks full.

"About the beginning of summer that year these back orders began coming in from the factories, showing that production was catching up, but none of the merchants I talked with appeared to be worried; the general impression in fact seemed to be one of relief to think that we would not have any longer to beg manufacturers for needed merchandise. That summer, too, we began to hear of unemployment and bad conditions in the Eastern manufacturing centres, but we didn't pay much attention because things in the Middle West were still good and the big crops made it seem certain we would have a record fall and holiday business.

"It was in September that things broke here with a thud. I hadn't

(Continued on page 161)

T
lation
great
The
more
strong
other
for a
and
In "C
follow
Amer
matte
mean
conta
offer
than
If yo
or fo
for t
Need

TH
Weste
W. H
30 N.

Introducing THE AMERICAN NEEDLEWOMAN

THE Vickery & Hill Publishing Co. in presenting *The American Needlewoman* offers the same audience and circulation formerly enjoyed by *The American Woman*, only with a greater magazine and stronger editorial appeal.

The Publishers of *The American Woman* have come to realize more and more that the needlework department was one of the strongest editorial sections in the magazine, and from many other sources has come to their attention the growing demand for a popular-priced needlework publication in the small towns and rural districts.

In "Giving the public what they want" this Company is simply following the policy of all successful business houses and *The American Needlewoman* will devote a large portion of its text matter to the subject of needlework. This, however, does not mean that they will entirely eliminate the other departments contained in *The American Woman* and the fiction which they offer will perhaps be of even greater interest to our readers than heretofore.

If you are selling a product of interest to women—for the home or for women's and children's wear—in justice to yourself and for the best interests of your business—place *The American Needlewoman* on your list now.

THE VICKERY & HILL PUBLISHING CO.

Publishers

THE AMERICAN NEEDLEWOMAN

650,000 Circulation 90% Net Paid

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

Uncle Sam's Endorsement in Advertising Copy

Permissible, If Facts Are Strictly Adhered To

By J. F. Richter, Jr.

"BY Appointment to His Majesty."

Ever since that phrase was coined by medieval British crafts and guilds and stamped upon goods as characterizing the maker as privileged to serve nobility, the rest of the world has been at a loss to match its significance as a selling point. But a phrase has been created for the benefit of American business interests, which may be used with as good or better results. That phrase is:

"Used by the Government."
And the Government is not only willing but anxious to have its name used legitimately for the purpose of advertising the qualities of American goods.

This slogan, claiming the privilege of serving the world's biggest customer, the United States Government, is growing in popularity in advertising copy as a powerful attraction for the buyer's eye. Advertisements displayed in all classes of magazines, newspapers and other periodicals frequently contain statements, connecting the Government with particular products, either as buyer and user, or as sanctioning the goods after examination and tests.

Even the Government itself, realizing the sales value of the phrase, has the slogan prominently displayed in its advertising copy. By the use of such a phrase the Shipping Board has sold millions of dollars worth of shipping materials and property used in the operation of ships to private interests. The War and Navy Departments are disposing of all kinds of surplus war materials with the aid of phrases alluding to high Government requirements, in the sale of goods now being offered to individual purchasers. Other departments and agencies of the Government similarly are using the same mode of disposing

of their surplus supplies of goods.

A lesson to the advertiser in the use of the Government's name to aid the sale of goods may be obtained from the War Department's advertising copy, used in advertising shoes, tents, cotton, duck and other textiles, canned and prepared foods, hardware of every description, chemicals and a list of other materials that seems to stretch out interminably. The War Department has called the attention of the prospective buyer to surplus materials in a booklet entitled "War Surplus," sent out by the thousands to all parts of the country in the hope of finding buyers for the goods that the Government has left on its hands by the ending of the war and which it wishes to sell.

THE CENTRE OF ATTRACTION FOR THE EYE

The first thing to catch the eye of a person reading the booklet is a symbol to convey to the prospective buyer the idea that the goods offered him are valuable and desirable. Framed in a circular wreath, an engineer is shown closely scrutinizing a set of blueprints. Heavily slugged across the top of the symbol is the word "Value," while at the bottom of the cut is the scroll, "Made to Government Specification." Thus the Government, or its war-making agency in this case, attempts to drive home the idea that the goods it offers to sell are valuable because they have been particularly made according to Government specifications.

Further explaining the character of the goods offered for sale, the War Department's booklet declares that when the call to arms came, the full purchasing power of the Government was placed at the disposal of the War Department, and "billions of dollars"

There are seven cities on the face of the earth, two of them in the United States, which are larger in population than Brooklyn.

If you have overlooked Brooklyn, look over it now.

Incidentally, the Standard Union is the Brooklyn newspaper of largest circulation.

R. G. R. Hinisiman

worth of equipment was delivered at the front and impounded in War Department warehouses. The materials were the best money could buy. Expert Army inspectors saw to it that the goods met the exacting demands of war usage." Now that the war is over, and the Government must liquidate these huge stocks of surplus materials, prospective buyers are urged to notice "the quality of the materials offered." The rest of the booklet is devoted to a description of the goods for sale, together with the modes of sale. And the selling argument is concluded by a symbol on the last page, showing an officer inspecting the blanket of his pack. As a part of this cut are the words, "Purchased for the U. S. Army," and "The Guarantee of Quality."

The use of the Government's name in advertising copy lends an added note that is bound to attract attention. Advertisers have not been slow to realize the possibilities of an allusion of connection between their goods and the Government. One advertisement, that of the H. G. McFaddin Company of New York, points out in its advertisement of "Thermolite" as a heat and light applicator that it is not only endorsed by physicians everywhere, but it has been "Used in Government and other hospitals for years."

The privilege of selling and furnishing goods to the Government is a valuable one. One reason is that the Government's requirements are high and the manufacture of goods to those specifications is an accomplishment. Another reason is that such a sale is good advertising copy. One official of the U. S. Chamber of Commerce, experienced in dispensing information to prospective bidders on Government supplies, in discussing this subject said that while business men "cuss out Government business, they are glad to get it for the prestige in it." So glad are they to get Government orders, the same official declared, that "rock bottom" prices are quoted, and these low prices are necessary because of the keen competition

for the business. Thus, the Government buys its typewriters, furniture, office supplies, building operations, fuel and other needs, on prices based as nearly on cost as possible.

The Government has no intention of monopolizing the use of any phrase proclaiming the connection of goods with the Government. So far as it is concerned, manufacturers and business men may advertise to their hearts' content the sale of their goods to the Government, or the use by it and other connections, provided any claim made to this effect in an advertisement is a fact. But woe to the man who falsely advertises his goods when he uses the Government's name. The Federal Trade Commission delights in handling such cases. In fact, it has a special index number for the filing of the records in cases where companies and individuals have been unable to substantiate their claims by facts when the Commission has questioned their use of the Government's name in the sale of their goods.

WHEN THE USE OF GOVERNMENT'S NAME IS UNLAWFUL

A number of cases have been brought before the Commission involving the unlawful use of the Government's indorsement of goods, falsely claimed for the purpose of pushing sales. In one case, The Silvex Company case, the Commission held that advertising falsely on the part of a corporation engaged in the manufacture and sale of spark plugs, that its product had been certified by the Bureau of Standards of the United States Department of Commerce, constituted an unfair method of competition, when the facts in the case failed to bear out that claim.

Advertising on the part of a corporation engaged in the manufacture and sale of an accounting machine that its product has been adopted by the Federal Government, the city of New York, and numerous nationally known concerns, and that 85 per cent of the leading concerns of the country solved their accounting problems

Lincoln was right!

We found that *some* of the public were fooling *most* of the dealers *all* of the time

Hundreds of manufacturers market it. Thousands of dealers sell it. Millions of people buy it. And many millions of dollars have been spent during the past ten years to advertise it.

You would think the dealer in this commodity would *know* his customers' buying habits. You would think the manufacturer would *know how* to capitalize those habits.

A Richards Survey uncovered the truth. *The great majority of dealers were being fooled by the buying habits of a relatively small percentage of the consumers.* These dealers were confusing busy-ness with business. Because dealers were fooled, manufacturers were misled in their selling and advertising plans.

Our client now has the truth in his Richards "Book of Facts." Our client's salesmen are now telling the dealers who were fooled by *some* of the people what *most* of the people want.

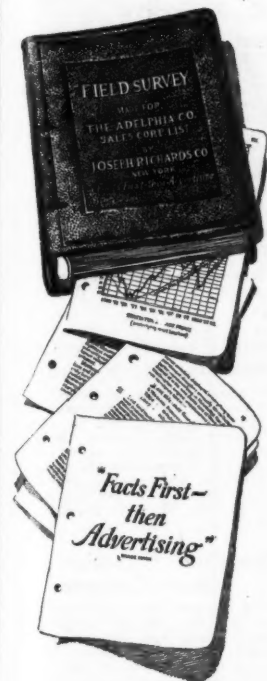
The advertising, too, is emphasizing a particular package more than ever before. It is that package that *most of the people want all of the time.*

It will pay *you* to learn the real facts about the folks who buy your goods.

JOSEPH RICHARDS CO. INC.

An Advertising Agency — Est. 1874

NINE EAST FORTIETH ST. NEW YORK



"Facts First—then Advertising"
RICHARDS

by its use, was held by the Commission to be objectionable because inquiry showed that "its use was limited in practically all instances to the simpler accounting transactions and with more important work other machines were used." This was the ruling of the Commission in the Accounting Machine Company, Inc. case.

A concern and an individual in the sale of salt blocks under the brand name "Sal Tonik," was alleged to have falsely advertised "United States Government adopts Sal Tonik—Quartermaster Department of the United States Army has adopted Sal Tonik and purchased our entire southern output for use in the United States Cavalry . . .," reproducing in the advertisement a letter alleged to have been written by an officer at one of the Southern camps, endorsing the product and the results of its use at his camp. The Commission upon inquiry found "that only one purchase thereof was made by the Government and that in other respects the advertising was false and misleading." Such was the ruling of the Commission in the Guarantee Veterinary Company case.

False and deceptive advertising on the part of an individual dealing in paints under the name "United States Salvage Company," of his paints as "Army & Navy Brand," "Army & Navy Paints, 100 per cent Pure. . . . The Government wants you to paint"; and under the name of "Army & Navy Paint Company" and as "Our Brand of Army & Navy Paint," was held by the commission to be "conduct which had a tendency to mislead the public into believing that the paints so offered had been made for the Government according to its specifications and purchased by him as surplus stock." This was held by the Commission in the United States Salvage Company case.

The attitude of the Federal Trade Commission on the use of the Government's name in advertising copy is open. One member of the commission declared that the Federal Trade Commission is not concerned with the question

so long as the Government's name is used legitimately and the claims made in the Government's name in behalf of their goods are based on facts. Until complaint is made that advertising copy containing the Government's name oversteps the requirement of accuracy, the Government is entirely willing that it be identified with particular goods as an advertising aid.

Export Publishers Association Elects New Officers

At the annual meeting of the Export Publishers Association held at New York on April 27, Steven de Cseznak, *Export*, was elected president; John Abbink, *Ingenieria Internacional*, vice-president; George McCampbell, *Electrical Export*, treasurer, and T. D. Palmer, *Export*, secretary.

The following were elected directors: J. L. Gilbert, *El Automovil Americano*; Edwin C. Johnston, *American Exporter*; F. S. Norman, *El Comercio*, and J. C. Walsh, *Dun's International Review*. The president, vice-president and treasurer are also directors of the association.

Motor Products Corporation Appoints Detroit Agency

The Motor Products Corporation, Detroit, manufacturer of automotive parts and equipment, has placed its advertising account with Brooke, Smith & French, Inc., advertising agency of that city. At the present time the company's advertising is being concentrated on two products, the M P C ventilating windshield and the M P C pneumatic accelerator.

Newspaper Campaign for Autocar Company

A list of more than one hundred newspapers is being used in an advertising campaign which The Autocar Company, Ardmore, Pa., is conducting. This advertising is being handled by Barrows & Richardson, Philadelphia advertising agency.

Hoyt's Service Elects New Directors

Hoyt's Service, Inc., New York advertising agency, has elected Samuel W. Meek, Jr., and Arthur E. Hobbs as members of its board of directors. George L. Maurer has been elected a vice-president of the company.

The International Association of Display Managers will hold its twenty-sixth annual convention at Cleveland, June 18 to 21.

at's name
and the
ernment's
oods are
omplaint
opy con-
s name
t of ac-
entirely
ied with
vertising

ociation
ers

te Export
New York
k, Export,
Abbink.
resident:
t Export,
Export,

directors:
mericano;
Exporter;
and J. C.
Review.
nd treas-
e associa-

oration
ency

tion. De
ive parts
advertis-
Smith &
y of that
company's
d on two
ng wind-
matic ac-

for

red news-
vertising
Company.
This ad-
Barrows
vertising

New

York ad-
muel W.
obbs as
directors.
lected a

of Dis-
twenty-
eveland,

For 1/3 the life of America!



1830



1923

SINCE 1830 there has been a *Boston Transcript*, owned by the same family, held true to the same traditions, attracting the same type of readers, until today it is looked upon as more than a commercial enterprise — far more than an affair of profit or loss.

To its readers, the *Transcript* speaks with the voice of an old friend of the family, to be listened to with respect, its advice to be acted upon with confidence and security.

Transcript readers are not wishers: they are buyers with continuous ability to buy. For them an advertisement in the *Transcript* is the recommendation of a trusted counsellor.

Boston Evening Transcript

National
Advertising
Representative

CHARLES H. EDDY CO.
Chicago New York Boston

Gun Law or Court Law

FORTY-FIVE nations have entered the World Court. Seven others have indicated their intention to enter it. "When that happens," says Will Irwin, in Collier's, "Russia, Germany, and the United States alone among the nations of the world will remain without the fold."

Our hope of a better life will be brighter when men are taken out of the uniforms of destruction and put into the overalls of production. Does the World Court lead that way? Is the opposition to it mere unreasoning prejudice? Shall we enter it?

The President is asking public opinion—your opinion—to decide this great issue. Everywhere you hear opinions. But what are the facts on which you can base your own opinions? How will the World Court work? What will it do?

To help us to think this out Will Irwin has written "Will It Be Gun Law or Court Law?" in

this week's Collier's, in which he tells what the World Court is and how it differs from the Hague Tribunal.

If, as Woodrow Wilson expects, we are to have a rebirth of political idealism, it will be because you and your neighbors desire it. Millions of people in America today are doing their own thinking. Indifference, the most deadly foe of progress, is giving way before their lively interest. For these millions Collier's is edited—to give them facts to think about; not to make up their minds but to shake up their minds.

In more than a million homes live these Collier's readers, influential members of that great body of thinking Americans who direct national thought, whether in politics or in business.

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

Fountain Heads of Investment

It is not the so-called "plutocrat" whose investment habits are already fixed and unalterable, who sustains the world's markets. It is the man of growing means who looks about for sound investments to take care of and increase his surplus and savings.

This is the man who reads financial news and comment and who reads and is influenced by legitimate advertising.

Among the readers of The Chicago Daily News there are thousands of these investors, actual and potential—the present and future mainstays of the market. They read the carefully edited financial pages of The Daily News with interest and confidence, and this interest and confidence are extended to advertising appearing in these pages.

These readers of The Daily News are primary sources of profitable business to those who advertise in

THE CHICAGO DAILY NEWS

First in Chicago

How the Federal Trade Commission Fosters Healthy Competition

This Governmental Body's Job Is to See That Business Plays a Fair Game—Without It There Must Be Paternalistic Regulation for Business

An Address by Huston Thompson

Member of the Federal Trade Commission, before the New York Council of the American Association of Advertising Agencies on April 26

[EDITORIAL NOTE: In the course of the address given practically in its entirety herewith, Mr. Thompson directed specific attention to the Sears, Roebuck and Winsted Hosiery cases. He suggested a study of such cases. For the benefit of its readers who are desirous of further information on these two particular cases, PRINTERS' INK calls attention to the following reports: Sears, Roebuck Case—PRINTERS' INK of March 21, 1918 (page 132); April 25, 1918 (page 34); May 30, 1918 (page 42); July 4, 1918 (page 48), and September 12, 1918 (page 53). Winsted Hosiery Case—PRINTERS' INK of March 2, 1922 (page 59), and April 27, 1922 (page 28).]

WE are confronted in Washington—and that means this Government, particularly the people who go to make up the voting population of the Government—with a forking in the roads of political existence, and we are now about to make our choice.

This has nothing to do with parties. We are either going to enter into great combinations and as a result, backed up by the experience of history, we are going to have those combinations more under the control of the Government, paternalism grow stronger, nationalization expand in taking over industries; or we are going back to the competitive system.

Many men say to me: "Well, now, the competitive system was all right thirty years ago, but it is a thing of the past and you can't have the competitive system in our civilization."

My answer to them is that every country in the history of the world from the beginning of history down to the present time had the competitive system to start with, and when it deserted the competitive system it lost its virility or that was an indication of the fact that its virility was gone,

and the nation sunk down without a trace.

I could very rapidly take you around the histories of the world of the various nations that have risen and fallen and show you that every one of them had a thing we call the "Sherman Act," and that when it deserted the Sherman Act the nation went down. From that fact I draw the conclusion that the Sherman Act is a necessary law in the existence of peoples, and the fact that it has recurred in many nations and in many periods, in fact in all periods of time, indicates that there is a Divine Law behind the Sherman Act, and the more I see of the business world the more I am convinced that it is a Divine Law, and is as necessary a law to human beings as breathing is.

WHY THE SHERMAN ACT HAS NOT SUCCEEDED

Now, why has not the Sherman Act in America succeeded? That is a question that we hear often. If you will go back to the time of Washington, you will see that he was fighting what we call monopoly. Washington was dealing with monopolies just as much as we are today, and he is the gentleman who, usually peaceful and quiet, was the one to express himself in language very strongly and to say in substance that he would like to hang the perpetrators on gallows five times higher than Haman built for himself and on which he was hung.

So you can see we have a pretty good start from the Father of our Country. As we go through the history of the nation we find the Supreme Court of the United States registering itself against

monopoly, instinctively feeling the fear of that thing which undermines nations. And, of course, in 1890 Senator Sherman and Senator Horn and that other group of senators seeing the combinations which were coming on in this country and the effect they were having, put through the Sherman Act.

Now, the Sherman Act simply says in substance that combinations in restraint of trade are unlawful, and contracts in restraint of trade are unlawful, and invades against them and inflicts a criminal penalty upon those who break the law. But the trouble with that law was and is today that it isn't understood, and people don't realize that the damage which comes from the breaking of that law is far greater than the isolated case of murder or some other cases of much more extensive damaging relationships than murder.

In 1902 we saw the combinations coming on again. Through the spirit of Theodore Roosevelt the Bureau of Corporations was created by Congress. It was his backing and influence that put it through Congress, that gave that organization the power to investigate business and report from time to time to Congress or to the President the situation with regard to unfair methods of competition, but gave it no power except that of reporting power, the belief being then that publicity or the advertising of the situation would be the cure.

In 1912 we found the same situation again. You see, it comes periodically. And so President Wilson took the Bureau of Corporations and said: "We will give it additional power. We will give the power to stop unfair methods of competition to a commission which we shall create," and in doing that he added to the Bureau of Corporations so that the Bureau of Corporations is really the parent of the organization to which I belong.

Now, we have two great powers, and those powers are being contested every day in the courts,

and the question is: Should we have the right to those powers? Those who have been following the decisions will undoubtedly see that in the cases to which I refer we have been overruled and we have appealed to the Supreme Court of the United States. One of the great cases is now before the Supreme Court of the U. S., and undoubtedly argument will be heard on it in a short time.

That case involves the right of the Federal Trade Commission to go into association files and to the books of great combinations and make an investigation and report from time to time what it finds to the public, to Congress, and to the Attorney General or to the President. The purpose in reporting to Congress to be to inform Congress as to the situation so that Congress may legislate if it so desires.

PUBLIC DEMANDED SUCH A LAW

Now, that law didn't spring out of the air. It sprang out of a response or irritated condition in the public mind, and the public is in this situation today, as I see it, who see it from the other side of the fence from you. I see both sides of the fence.

I am in the unhappy position of being the umpire, if you know what that means. But the public says: "Business interests are working together in groups in associations," and the Federal Trade Commission getting into those books of the associations finds what? Open price associations, means of reporting facts of cost price and production, and the result being curtailment of production in many instances, price-fixing or price-regulation. The public says, speaking as an individual: "I stand here; I am helpless against it."

We saw it work out in 1918 and 1919 in a very remarkable way. The price of coal jumped very high. Out of reach of a good many pocketbooks. The thing became so desperate that the President, in Congress, called upon the Federal Trade Commission and asked what we could do

to bring down the high cost of living. So we were summoned before a committee of Congress, the Appropriations Committee, which is the important committee so far as the administrative officers are concerned, and we went before that committee and said: "We don't know whether there is a high cost of living or not. Let's first of all find out what the costs are, what the prices are, and then you perhaps can determine." So they said that was a good idea and gave us \$150,000 to start with.

We set up the machinery to find out what the cost of coal was; the production of coal and whether there was a plentiful supply of coal on hand. Our practice was not to give out the information with respect to any one corporation but to give it out by groups, districts, the West Virginia District, Pennsylvania District, Middle West District, Western District, etc. We found that the cost of coal production in West Virginia was \$4 a ton at the time, with a fair profit; approximately I would say 50 cents a ton. Tracing that coal, we found that it got down to Norfolk at, we will say, \$6.50 a ton, with still a fair profit. At that time Admiral Benson was the head of the Shipping Board, and one day he called us up on the telephone and said: "What can you do for me? I am in a terrible situation." We said: "What is the matter?" He said: "I am forced to pay from twenty to twenty-two dollars a ton for coal for the Government."

We were finding out what was happening to that coal, when suddenly we were landed upon with an injunction by the National Coal Association. The National Coal Association had previously written a brief in which they said that we had the jurisdiction within our power to investigate such facts and report them. When we got into the trial of the case we presented that brief as one of ours, of course, but that brief didn't seem to have any effect upon the National Coal Association. It went ahead. The court sustained the proposition that the finding of

facts with regard to the mining of coal is *intrastate*, and that we had no jurisdiction except under the constitution, and hence we only had jurisdiction over *inter-state* matters.

That case has gone up to the Supreme Court. We have been stopped in grain, and in steel the same way, five or six times, by the various courts. Of course I am not criticizing the courts. I am a sworn officer of the Government and I believe in the courts, and I believe in standing by the courts, but the proposition I make to you is this: that if we haven't got that jurisdiction somebody must have the jurisdiction sooner or later, either by constitutional amendment or some other way, because when the person who can't buy the coal looks at a shrinking pocket-book and sees coal going up he goes to the retailer and the retailer says: "I am not making any great sum of money," and probably and possibly he is telling the truth. You go to the wholesaler and he says the same thing, and passes you on to the manufacturer or producer.

MAY LEAD TO A VERY RESTRICTIVE LAW

You can see that the ultimate consumer is going to be irritated, and when he is irritated he reflects his feelings in Congress, and if he reflects them strong enough he is not only going to get a law, but he is going to get a very restrictive law if the tide is running his way.

Three years ago the Federal Trade Commission tried to point this out to the public, and it happened to be my job to appear before Congress, and I tried to point it out and did so as strongly as I could. Now, today we are in the position where we will either have the competitive system in existence or we are going to take the other horn of the dilemma.

If we have the competitive system in existence we are going to have less government in business instead of more government in business, because, gentlemen, I have been in the Federal Govern-

ment long enough to know that if you make the Government paternalistic it is going to be in your business more and more every day.

Have you ever stopped to think how many employees it is going to take to survey a business and pass upon the various questions which come up before us? Literally thousands of questions come before the Federal Trade Commission from associations, and if we are to rule in advance and become the legal crutch for business, all I can say to you is that we will have to call a lot of advertising men down to assist us and we will have to call in the engineers to assist us and many more lawyers than we have now. So I say that is the problem that is before us.

Now, the Federal Trade Commission has that power, and not only that power but the power of investigating where one of you—notice I emphasize that “one of you”—makes a complaint against the other. There is some foolish idea before the world that the Federal Trade Commission has a group of detectives that run around the country chasing up business.

As a matter of fact, the business is pouring in there so fast that we are simply swamped today. It is coming upon us so fast that many times we say we think we can serve the public interest, perhaps not having investigated the case thoroughly, by calling in an industry such as we did with the celluloid people, where they were advertising combs as French ivory combs, and celluloid as jet, and necklaces made of celluloid as made of other material, etc.

We called them all in and we said: “There are complaints coming from all over the country, and here are the complaints—what have you to say about it?” They were very responsive. They said: “We will clean up the industry.” And they sat down and said: “Here is the list of unfair methods of competition we are practicing, and we propose to stop these, and we hand them to you for your information and you can use them if you wish in the event that any

of us is hauled before you later on.” So we took them. As a matter of fact, that group has done splendid work. Some of them have broken over. It may interest you to know that the others are the ones that always come in and tell us. We don't have to do any surveying or policing. We haven't got the time. We only have 315 people down there, including all our stenographers and watchmen, and of course to survey the entire business of the United States would be utterly impossible.

AN EXPLANATION IN FOOTBALL TERMS

We are like the umpire in a football game. You see the two teams run upon the field and then you see a man come out there with a white sweater on, and the game starts. Now, he doesn't tell either side what signals to use. If he did he would be thrown off the field in a hurry. Not only that; he doesn't give a decision every time he sees an infraction of the rules. He would break up the game. He only gives decisions against the cases or instances that are stopping the ball from advancing properly, where some fellow tries to hold the opposing player, etc., and he lets the game go on and the two play and try to get behind the other's goal, and in the grandstand is the audience looking on.

Now, with us the audience are the people of this country, the general public, and so with us the dominant and dominating thing in all our cases is public welfare, and we dismiss many cases because we don't think there is a sufficient amount of public welfare involved in the case.

The two teams play and they play for victory, play to get the ball behind the other's goal. Just so in the business world, all the competitors are there. Today we have cases where the applicants are the wholesale grocers, where the applicants are the manufacturers, where the applicants are the chain stores, where the applicants

(Continued on page 129)

Selling more food products and fruits in

Philadelphia

**by getting women to ask for your goods
at 5200 grocery stores**

Producers of food stuffs who seek a market in Philadelphia can reach both retailers and the buyers for the nearly half a million homes in the city through the newspaper which nearly every local advertiser uses—The Philadelphia Bulletin.

If you want increased sales, get the women who buy for the 2,046,945 population of Philadelphia and Camden, and those who buy for the big surrounding territory to ask for your goods by name or trademark at the 5,200 groceries in Philadelphia and Camden.

You can reach nearly every family in and around Philadelphia and Camden through The Bulletin—the choice of most large and small retailers for their own campaigns.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (9)

(Copyright, 1923—Bulletin Company)

When One Farm Paper In Auto Lineage

Let KEY INDUSTRIES be Your Guide

| 1922 (Lines) | Automobiles | Tires | Accessories |
|-----------------|-------------|--------|-------------|
| Oklahoma | | | |
| Farmer-Stockman | 19,395 | 12,264 | 5,800 |
| Oklahoma Farmer | 5,215 | 4,345 | 2,980 |

AUTO ANALYSIS 1922

| Oklahoma Farmer-Stockman | (Exclusive) | Oklahoma Farmer |
|-----------------------------|-------------|--------------------|
| Hupmobile | " | |
| Maxwell | " | |
| Oakland | " | |
| Nash | " | |
| General Motors Truck | " | |
| Reo Truck | " | |
| Willys-Overland | | Willys-Overland |
| Chevrolet | | Chevrolet |
| Hudson | | Hudson |
| Essex | | Essex |

The Oklahoma Farmer-Stockman, 1922, had 6 exclusive automobile counts—The Oklahoma Farmer had none.

Tires: a similar showing. Farmer-Stockman had 7 exclusive tire accounts including Goodyear, Hood, Lee and U.S. The Farmer had no exclusive standard makes.

| 1923 (Lines) | Automobiles | Tires | Accessories |
|------------------|-------------|-------|-------------|
| Jan., Feb., Mar. | | | |
| Oklahoma | | | |
| Farmer-Stockman | 5,109 | 2,723 | 1,230 |
| Oklahoma Farmer | 2,900 | 233 | 883 |

AUTO ANALYSIS 1923 (3 Months)

| Oklahoma Farmer-Stockman | (Exclusive) | Oklahoma Farmer |
|-----------------------------|-------------|--------------------|
| Nash | " | |
| Hupmobile | " | |
| General Motors Truck | " | |
| Oldsmobile | " | |
| Chevrolet | | Chevrolet |
| Hudson | | Hudson |
| Willys-Overland | | Willys-Overland |

All classifications in 1923 are running true to form.

(All measurements by Adv. Record Co.)

More and Better Advertising

Paper constantly Dominates Here's a Reason

Guid course the Oklahoma Farmer-Stockman leads in
Accesso al advertising too, and has led for years.

5,800 d, of course, the *sustained* automobile leadership
2,980 nothing new.

ma e point is that the automotive industry is a *key* to
r ing power. The Oklahoma Farmer-Stockman, hold-
the lead year upon year (with auto sales growing
ely, thank you) appeals to most of the farmers who
ve money and spend it.

land ngible evidences of thorough editorial leadership,
an circulation-getting methods, stable circulation and
der confidence influenced these automobile manufac-
ers in their choice of an Oklahoma farm paper.

omobile you sell goods of any kind in the Oklahoma farm
ire accou rket, it will pay you to make a careful investigation
o exclus the Oklahoma farm paper situation. We shall wel-
me an opportunity to supply you with the facts.

Accesso
1,230
883

**The OKLAHOMA
FARMER-STOCKMAN**
CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

erland THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

vertis Water Circulation—Lower Rate

Consumer Investigations

—a New Method of Market Analysis—

**Priceless Consumer Information—
if you make, sell, or advertise any
of the products listed at the left.**



Household Appliances

Electric Washing Machines
Water Power Washing
Machines
Hand Power Washing
Machines
Electric Vacuum Cleaners
Electric Irons
Electric Ironing Machines
Electric Heaters
Electric Percolators
Electric Ranges
Electric Toasters
Electric Curling Irons
Electric Vibrators
Gas Ranges
Gas Water Heaters

Utensils

Aluminum Cooking Utensils
Enamel Cooking Utensils

Accessories

Aluminum Cleansing
Preparations
Cleaners
Powdered Ammonia
Scouring Powders
Soap Chips
Granulated Soaps
White Laundry Soaps
Brown Laundry Soaps
Hand Soaps
Concentrated Bluing
Toilet Paper

This method of market analysis, originated by The Journal, tells within a fraction of 1% the number of people using any of these products.

This volume furnishes complete information on the buying-habits of 122,694 families. It is based on thorough consumer interviews plus adequate dealer investigations. Here are only a few of the important points covered—

- number and percentage of people or families using each group of products
- list of brands and number and percentage of people or families using each brand
- list of brands in the order of popularity as indicated by sales
- total and per capita consumption
- dealer distribution

**Now Ready for Distribution
Order Your Copy At Once**

Despite the large number produced, each volume will cost The Journal more than \$5. A charge of \$2 per volume will therefore be necessary to partly defray the cost of production.

**The Milwaukee
JOURNAL
FIRST—by Merit**

ons

sis—

tion—
se any
e left.

analysis,
l, tells
% the
any of

lete in-
bits of
ed on
ys plus
. Here
ortant

ple
o of

and
ilies

e of
ales
tion

on
ce

duced,
ournal
\$2 per
ssary to
uction.

ee
L
rit

Advertising Matters Get Attention at Newspaper Convention

Report of Annual Convention of the American Newspaper Publishers Association

BY the efforts of President Harding, Lord Robert Cecil and Senator George Wharton Pepper, most of the reading public of the country now knows that there was a newspaper convention in New York last week.

There were several. It was convention from Monday until Thursday in New York, and then for some it was more convention in Washington on Friday and Saturday. In New York there were the conventions or meetings of the Associated Press, American Newspaper Publishers Association and the Morning Newspaper Publishers Association. Washington was favored with but one convention—that of the American Society of Newspaper Executives.

Technical and general information could be found at all of these meetings by the newspaperman.

The advertiser that is the buyer of advertising space, or those he appoints to buy for him, could find discussions affecting advertising at only the convention of the American Newspaper Publishers Association and at the meeting of the Morning Newspaper Publishers Association.

The American Newspaper Publishers' convention moved with celerity. It came at a time, the president, Paul Patterson of the *Baltimore Sun*, said, that by all tokens is in the midst of the busiest period that newspapers of the United States and Canada have ever witnessed.

Charles H. Taylor of the *Boston Globe*, whose job it was to give out information concerning the activities of the convention to the public, said that this was "the most interesting and best convention of the association he had ever attended." This was the association's thirty-seventh annual meeting and Mr. Taylor has attended

many of those thirty-seven meetings.

Of interest to advertisers among the reports submitted to the association by its various committees, is that of a committee on advertising given by William B. Bryant as chairman. This report, which discussed the matter of recognition of advertising agencies, financial conditions of agencies and the "free publicity" abuse, was in part as follows:

"In a preface to its report last year, the Committee on Advertising Agents endeavored to enlighten the membership as to its purpose and how it functioned. To restate it briefly the committee looks upon itself simply as a clearing house to determine whether or not an applicant for recognition is a bona fide agency placing advertising nationally and if its financial condition is such as would warrant the issuing of a credit rating. Prior to last year, recognition was not granted to applicants who could not show a net worth of at least \$3,000, and last year we recommended to the convention that the minimum surplus requirement should be advanced to \$5,000 and on that basis your committee has accepted or rejected applications for recognition during the past year.

"The committee has reclassified credit ratings on its list, increasing the standing of those entitled to it and lowering the credit ratings of agencies whose condition financially or otherwise, warranted it.

"The committee begs to call your attention to certain practices used by advertising agencies that are not only unethical but destructive, such as: The agency press agent; the borrowing of substantial sums of money from an agency by its principals; failure to maintain an adequate surplus;

slow payment of obligations; splitting of commissions, and new-fangled schemes.

"The onslaught on our news columns by the old-time press agent simply required the discriminating eye of a trained editor to dump his offerings into the waste paper basket, but now the publisher is confronted with a real problem.

"A number of the leading advertising agencies in the country regularly employ paid press agents to prepare publicity matter for the benefit of their clients, which is sent to publishers, either accompanied with an advertising contract or an implied promise of one. Shall this be cast aside with the possible loss of future contracts from the agency sending it out, especially if your competitor publishes it? This practice is clearly an invasion of editorial function and an imposition on the editorial department.

"One large agency boasts of the development of its publicity department from one man to a dozen, and you would be astounded at the audacity shown in the solicitation of accounts by these agencies. The newspapers of this country are losing thousands of dollars yearly through the pernicious working of these free space 'bandits.' The elaborate preparations made in creating 'news color' for the purpose of personal publicity, the connecting up of prospects with news incidents, all properly staged, even to the motion picture camera man; in other words, publicity, properly inspired, will accomplish results, and if any good is to be accomplished in 'scotching' this onslaught, every member must play his part and be ever on the alert.

BORROWING FUNDS BY PROPRIETORS

"In investigating the financial condition of advertising agencies, your committee frequently discovers instances where principals or proprietors borrow money from their agency funds on I. O. U's or personal notes to an extent that it is unsafe, and in many cases where this is done the agency has

shown corresponding amounts in bank borrowings in their liability column. Your committee refuses to credit such notes as assets in figuring net surplus and seeks to have such condition remedied as quickly as possible.

"Occasionally we receive financial statements that are either evasive or fail to supply the accurate information necessary for the protection of credit. In such cases, when we believe the accounts of our members may be in jeopardy, we suggest that we be authorized to draw on the funds of the association in the sum of not in excess of \$1,000 per annum, for purpose of defraying the cost of making audits in such cases.

"As a protection to the members, the committee insists that agencies should maintain at all times an adequate surplus. Credit ratings are based for the main part on this particular item.

"In the matter of splitting commission, your committee calls attention to the resolution opposing this practice, which was adopted at the last annual meeting.

MEMBERS TOLD TO WATCH SLOW-PAY ACCOUNTS

"The question of slow pay is one that every member should watch carefully, and the New York Office should be advised by members of any serious delinquencies. Credit ratings are determined from a national basis only, and an agency placing considerable local business may discount his bills, while passing discount dates with publishers at a distance. Your committee feels justified in recommending the cancellation of recognition by this association, of all agencies that are habitually slow pay or who pass many cash discounts.

"One hundred and ten applications for recognition were received. Thirty-seven agencies were granted recognition; applications of twenty-nine were refused; recognition previously extended to thirteen agencies was cancelled; ratings of six agencies were changed; and recognition

ounts in
liability
refuses
assets in
seeks to
edied as

e finan-
either
the acy-
ary for
In such
the acy-
ay be in
t we be
e funds
sum of
annum,
the cost
cases.
e mem-
sts that
at all
Credit
ne main
m.
splitting
ee calls
n oppos-
ch was
al meet-

LOW-PAY

pay is
should
e New
vised by
s delin-
are de-
al basis
ng con-
may dis-
ing dis-
ers at a
ee feels
ng the
by this
ies that
or who
s.
applica-
ere re-
agencies
; appli-
were re-
sly ex-
ies was
agencies
ognition

transferred on request for thirteen agencies."

A discussion of the demands made upon newspapers for advertising co-operation was included in this report in the following words:

"The subject of the increasing demands of the advertising agencies for excessive co-operation was discussed at the last meeting and the Committee on Advertising Agents was instructed to present to this convention a standard of practice with regard to co-operation.

"Co-operation, how many sins are committed in thy name."

"With some of the leading newspapers of the country maintaining elaborate service and merchandising departments; with newspaper publishers having no competition and supreme in their field denouncing the very thought of co-operation, and with newspapers in highly competitive fields outdoing themselves in furnishing

this or that service for national advertisers, the problem of your committee is not an easy one to solve. 'What co-operation a publisher may profitably extend for an adequate advertising schedule' might be the subject for further discussion at this convention.

"Meanwhile, your committee believes that while members should assist in every legitimate manner to bring the greatest success to advertising campaigns, it nevertheless recommends that the standard of newspaper merchandising practice for newspapers be confined to service that is clearly within the province of newspapers to render and enumerate them as follows:

"First: To be able to furnish a survey of the local market and trade territory.

"Second: To encourage and make possible an adequate distribution by supplying route list of retailers for the use of salesmen of the manufacturer or advertiser

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

who has made an adequate contract for space.

"Third: If letters to retailers or broadsides, so-called, are to be mailed, bills for printing and postage should be paid by the advertiser.

"Fourth: To decline to sell goods, trim windows or make check-up on sales or distribution."

The convention upheld the hands of this committee on its recommendations on co-operation, as given above, by passing the following resolution:

Whereas, your committee on advertising agents was instructed to present to this convention a standard of practice with regard to co-operation, and

Whereas, your committee believes that while members should assist in every practical manner to secure the greatest success of advertising campaigns, and to confine the standard of newspaper merchandising and co-operative practice to service that is clearly within the province of newspapers to render, therefore be it Resolved that these practices be confined to the following: First to furnish surveys of the local market. Second: To encourage and to make possible an adequate distribution by supplying route lists of retailers for the use of salesmen of the manufacturer or advertiser who has made an adequate non-cancellable contract for space. Third: And to limit the mailing of letters or broadsides, so-called, to retailers when bills for printing and postage and other expenses are to be paid by the advertiser. And be it further resolved that the selling of goods, the trimming of windows or making check-ups of sales or distribution are not within the province of a newspaper.

The members of the committee that submitted this report on advertising agents, in addition to Mr. Bryant, the chairman, were: Benj. H. Anthony, *New Bedford Standard and Mercury*; Chas. D. Atkinson, *Atlanta Journal*; Hilton U. Brown, *Indianapolis News*; Edward H. Butler, *Buffalo News*; Amon G. Carter, *Fort Worth Star-Telegram*; Harry Chandler, *Los Angeles Times*; Paul Patterson, *Baltimore Sun*; S. E. Thomason, *Chicago Tribune*; Harry J. Grant, *Milwaukee Journal*; M. F. Hanson, *Duluth Herald*; Geo. M. Rogers, *Cleveland Plain-Dealer*; W. A. Strong, *Chicago Daily News*; Chas. H. Taylor, *Boston Globe*; T. R. Williams, *Pittsburgh Press*; John Stewart Bryan, Rich-

mond *News-Leader*, and Howard Davis, *New York Tribune*.

Various questions on advertising that were of immediate interest to newspaper publishers were brought forward for discussion on the floor of the convention. Among these questions were the following:

"Should newspapers tie up with national advertisers using magazines for their campaigns?"

"When circular letters are mailed for national advertisers should the agency or the advertiser pay for the postage and for all cost in connection with the issuing of such circulars?"

"How far should a newspaper go in the development of accounts requiring newspaper co-operation?"

"What members do the art work and make cuts for advertisers without charge for such work?"

"Do any publishers accept trade acceptances or any other method of deferred payment, and if so do they allow cash discount?"

"Are newspapers exchanging newspaper advertising for hotel accommodations?"

"Is a flat rate on local advertising contracts of 1,000 lines or more preferable to a sliding scale in equity to all advertisers?"

"Is allowance of space for captions on combination pages equivalent to a cut of rates?"

"How many newspapers charge more for political advertising than the maximum rate and why?"

"Are newspapers adhering strictly to ten or fifteen days for cash discount on national advertising?"

"Should cash discount be allowed advertising agencies where check cannot be used because of various restrictions?"

"Should not the A. N. P. A. establish an Audit Bureau of Circulations of its own; would not such a bureau result in saving much money for the membership?"

The last-mentioned question was the only one on which the convention took action. It was the sense of the convention that this

(Continued on page 145)

Silk Underwear



©
Vanity Fair
Silk Mills

WE HAVE used Vogue as an advertising medium for silk underwear for many years and found it a very satisfactory avenue of publicity. It has been of service to us in our work with dealers and we further believe that the large majority of well-to-do women are very definitely influenced by what is shown in this magazine. Our 14 color-pages that have appeared in Vogue during the past twelve months we believe to have been a good investment. Our future plans contemplate a continuance of advertising in this magazine. (Signed)

VANITY FAIR SILK MILLS

V O G U E

One of the Condé Nast Group

"Millionaire"



A Business Meeting of Sun Route Owners. Only about half of them are in the picture. They have their own association—these "Millionaire Newsboys" and our Executives learn from them the reader's idea of a good newspaper.

The newsboy in the Alger story didn't stay a newsboy very long. The Sun newsboys are "millionaire" newsboys. They have desks and everything.

To be the owner of a Sun route is to be somebody. Only the other day, a Sun route was sold for \$4,728.00.

Newsboys

The Sun Carriers' Association is an organization of business men. They have a responsibility to their customers. They have as much concern about losing a customer as a great department store.

Sun circulation is substantial, permanent circulation for that reason.

And it's the only kind of circulation that will get you anywhere.

The April net paid average circulation of The Sunpapers was—

Daily (Morning and Evening) 238,473
 Sunday - - - - - 168,824

Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
 Times Bldg., New York

GUY S. OSBURN
 Tribune Bldg., Chicago

**BALTIMOREANS DON'T SAY "NEWSPAPER"
 —THEY SAY "SUNPAPER"**

Do You Deal With Ends or Means?

One of the characteristics of the successful business man is a readiness to seek competent counsel. But different men do business in different ways. Take, for instance, this matter of advertising literature.

Some know exactly what they want, and merely wish to have their plans carried out with meticulous care. Others know the end they hope to achieve, but wish to be freed from the crowding details of the means to this end.

If your psychological make-up is such that you prefer to deal with objectives rather than with minutiae, let us put our wits to work and submit the result to you.

If you know exactly what you want, we can send a man to see you who has the rare quality of being a good listener.

What say you?

Charles Francis Press

Printing Crafts Building

Telephone 2320 Longacre

461 Eighth Avenue, New York City

Alfr

FO

reali
neve
Not
book
ing t
ing
ment
form
have
to th
been
and
Inst
almo
small
alrea
and

He
who
the
lishe
and
bile
car
reaso
pleas
tastic
ology
parti
I can
I can
ing

If
publ
solve
disin
have
publ
posit
must
score
cann
singl
may
lishe
adequ
tise
expe
much
man
cars

Can Books Be Merchandised?

Alfred A. Knopf, Publisher, Is Advertising Not Individual Volumes But the Borzoi Imprint

By James Henle

FOR years publishers, authors and lovers of literature have realized that books as a class have never been adequately advertised. Not only is the advertising of books small in volume, considering the importance of the publishing business, but the advertisements are, for the most part, formal and stereotyped. Books have never really been advertised to the public at all; no attempt has been made to sell them to Tom and his brothers, Dick and Harry. Instead, efforts have been centred almost exclusively on selling the small percentage of persons who already are in the habit of buying and reading books.

However, there is one publisher who has not been ready to accept the ready-made belief that a publisher cannot advertise his books and his imprint just as an automobile manufacturer advertises his car and his name. The books, he reasoned, may be as unlike as you please, they may range from fantastic romances to works on theology, but they can be alike in one particular—and that is excellence. I can advertise this excellence, and I can advertise my imprint as being equivalent to it.

If this reasoning is correct, this publisher, Alfred A. Knopf, has solved the most knotty merchandising problem that book makers have faced. If he is right, a book publisher need no longer be in the position of a manufacturer who must put on the market several score of unrelated articles that cannot be advertised under a single trade name. Similarly, we may conclude that a book publisher who does not set aside an adequate appropriation to advertise his imprint will, if Mr. Knopf's experiment is successful, be as much a rarity as an automobile manufacturer who tries to sell his cars without advertising them.

This advertising will by no means supersede the advertising of individual books, but it will supplement and strengthen these and reach an audience to which the other kind of book advertising has never appealed.

THE BOOKS MUST MEASURE UP

There is one danger in this method, however. The books themselves must be worthy of the advertising. Were a publisher with inferior books on his list to attempt this, the advertising might be likely to recoil upon him, for his best books would very likely be judged by his worst. For a publisher, to advertise his imprint, must be confident of every work on which this imprint goes. In the same way, this advertising, properly used, will be of immense benefit to authors whose books, bearing the Borzoi imprint, can now be advertised much more effectively than formerly.

The important fact is not the quantity of his advertising, but his discovery of a means by which a publisher may advertise not single books but his entire line of books—and the proof of this theory through the actual advertising.

Occupying a prominent place in all the advertising is the Russian wolfhound which is the publisher's trade-mark. When Mr. Knopf began publishing many of his books were translated from the Russian and the use of the wolfhound was a natural consequence. Later he began to term his books "Borzoi" (i. e. Russian wolfhound) books—hence the appellation by which they are generally known today. At the beginning the advertisements were three columns in width and about eleven inches deep; now they are running two columns in width and eight inches deep. The style of the advertisements has changed slightly,

in that now the copy is much shorter and is usually devoted to developing, tersely and pointedly, a single angle in the theme that was enunciated in the first advertisements. For instance, the

**BORZOI BOOKS ARE
NOT SOLD BY WEIGHT, AND
THEN AGAIN, THEY ARE!**

BUT they are sold by the weight of the contents rather than by scale weight! Pulpum instead of paper! Intellectual enlightenment instead of stunc pressure! Benefic instead of bulk!

EVEN when a BORZOI BOOK runs long, it always seems to end too soon, because a BORZOI author has a faculty of keeping the reader interested. That is the only kind of author you will find under the BORZOI imprint.

No matter what department of literature appeals to you, you may depend on BORZOI to furnish the finest examples, because we do the picking and the choosing for you, which publishers have for centuries left to the reader.



*Reading Better Books—Finding Better Authors
That is the meaning of the Borzoi Imprint
BUY A BORZOI BOOK THIS WEEKEND*



ALFRED A. KNOPF

PUBLISHER OF
BORZOI BOOKS
120 WEST FORTY-SECOND STREET

IN COUNTRIES WHERE BORZOI BOOKS ARE
NOT AVAILABLE, ORDER FROM THE
AMERICAN BOOK COMPANY, INC., 110 N. 4TH ST., PHILADELPHIA, PA.

Printed in U.S.A. by the
American Book Company, Inc.,
110 N. 4TH ST., PHILADELPHIA, PA.

COPY THAT MAKES BOOKSELLERS WANT TO
CALL THEIR STORES "BORZOI SHOPS"

initial advertisement of the series reads:

**NEVER LEND YOUR BORZOI TO A
FRIEND!**

It encourages borrowing, robs the author, and is in restraint of trade, though we personally have little cause to complain.

It is very difficult to borrow a Borzoi book, because it's the kind of book one would rather have credit for giving than lend without credit and lose.

It is beautifully bound, to begin with—a piece of real bookmaking—artistic in its covers and typography—and just a little too good to share the fate of an umbrella.

Most of all, being a Borzoi book, its literary or its informative contents are very apt to survive the curiosity of a single reading, and it is easier to refer to it if you keep it than to recover it if you lend it.

To buy a Borzoi book today
To read a Borzoi book tonight
Is to be benefited tomorrow.

The second of the advertisements worked out the analogy between the book publisher and the automobile manufacturer. It showed that Mr. Knopf is trying to do what the maker of automobiles or the manufacturer of any other article of real merit does, that is, guarantee both the appearance and the contents of his product. The advertisement was headed, "Maybe you already have a book," and it read in part:

Perhaps that explains why the United States spends only thirty cents per capita per annum for books. Pretty nearly everybody already has one. But we feel that there are many other reasons, too. The chief one is that publishers hold themselves responsible only for the binding and not for the contents of the book. It is as if an automobile salesman should say to you: *We guarantee the body, but you'll have to take your chances with the motor!* And this is where Knopf ceases to be a publishing house and begins to be a business institution. We guarantee both the binding and the contents—our work and the author's. Both are trade-marked under the Borzoi imprint, and whoever buys a book with that imprint, buys a book made well enough to keep and written well enough to treasure.

The entire campaign was epitomized in one of the later advertisements that was captioned: "You can now buy books by the label." After all, that is what the publisher has been directly driving at all this time. Let us see how he puts it:

That is what the Borzoi imprint signifies on the back of a book. It guarantees merit in the contents and mileage in the binding. It means a book bound well enough to put on the shelf and written well enough to take down! It is the trade-mark of books written to read, to retain and to refer to. In brief, it is a new epoch in books—all kinds of books—books to while away time and books to improve it—but, above all, books that show editorial care in the contents and a corresponding respect in the way they are put together.

To judge from the reception the advertising has received, it would seem that Knopf has again been the pioneer in a field that is destined to be developed on an important scale. Booksellers, for instance, have written to him, requesting permission to call their stores "the Borzoi book shop," and dealers are anxious to display in their windows his strips featuring

ments
en the
mobile
at Mr.
at the
r the
article
guar-
nd the
ne ad-
Maybe
and it

United
capita
nearly
ut we
asons,
lishers
for the
of the
sales-
arantee
your
this is
lishing
insti-
inding
nd the
under
buys a
book
written

epit-
dver-
oned:
y the
at the
riving
how

nt sig-
uaran-
nileage
bound
f and
It is
read,
f, it is
books
books
ts that
ts and
y they

on the
would
been
des-
mpor-
r in-
him,
their
"and
ay in
uring



Photographed in Paris by Baron de Meyer

SHIMMERING white satin, priceless lace, orange blossoms—the very atmosphere of a fashionable wedding is in the May Harper's Bazar—the Brides' Number. But, then, in every number of Harper's Bazar, the most expensive magazine of its kind published, is a distinct appeal to the woman who is herself a dictator in the world of fashion.

Harper's Bazar

2 SHILLINGS
IN ENGLAND

50c

6 FRANCS
IN FRANCE

the Russian wolfhound. There is, therefore, every reason to expect that, as the scope of this advertising is extended, it will win acceptance of Borzoi books not only upon the merit of the individual volumes, but also merely as Borzoi books—that is, a man who wants a book of travel or a detective story will be persuaded by the advertising to choose one with the Borzoi label, just as a man who knows nothing of perfume, but who is going to buy a bottle for his wife, might very well select Colgate's because he uses that shaving cream and is convinced of the virtues of the articles sold under the Colgate label. In other words, Knopf is showing a means by which books of merit may be merchandised rather than merely offered to the public in the hope that favorable reviews, the recommendation of other readers and the author's reputation will result in their sale.

Malcolm Muir, Senior Vice-President, McGraw-Hill Co.

The board of directors of the McGraw-Hill Company, Inc., New York, has designated Malcolm Muir as senior vice-president and, in the absence of the president, as acting president and executive head of the company.

In order to provide uniform company policy for the various groups and general departments of the company, the board of directors of the company has appointed four standing committees as follows: Editorial board, E. J. Mehren, chairman; Advertising board, Malcolm Muir, chairman; Subscription and circulation board, Mason Britton, chairman; and Financial board, James H. McGraw, Jr., chairman.

The advertising board, which is newly created, will be responsible for directing and developing the company's general advertising and selling policies. Its members are: Malcolm Muir, chairman; E. J. Mehren, Mason Britton, O. D. Street, F. M. Cockrell, William Buxman, James H. McGraw, Jr., and A. E. Clifford.

Technical Advertisers to Meet at Newark, N. J.

The Technical Publicity Association, Inc., New York, will close its season of regular monthly meetings with an entertainment on the evening of May 11. The association usually meets in New York but it is planned to hold this entertainment at the Robert Treat Hotel, Newark, N. J.

Why Bond Advertising Must Be Directed to New Field

A. E. Bryson, of Halsey, Stuart & Company, Inc., stocks and bonds, Chicago, speaking at a recent meeting of the Cleveland Financial Advertisers' Association, said that a new field had developed for bond sales. Anent the reasons accountable, Mr. Bryson remarked:

"A shifting of the market for bonds during the last few years is bringing about the necessity for a change in the methods of advertising such securities.

"Due to the surtaxes now levied on extremely large incomes, men of the \$100,000 a year class are buying tax-free securities instead of bonds. This is cutting down the market for bonds and to create a new market it is necessary to grow into a class coming from the \$2,000 to \$10,000 a year men.

"This will necessitate the adoption of a new kind of bond advertising—a kind that will appeal to men of lower incomes. The man in the \$2,000 to \$10,000 a year class does not understand the old-fashioned stereotyped syndicate bond advertising. Advertising directed to this new field must be of a simpler, more readable, more understandable nature."

New Seed Trade Paper in Chicago

A new publication for the seed trade called *Seed Trade News*, will be published in Chicago, the first issue appearing some time in June. A. W. Tibbitts is business manager and A. J. Shoemaker is advertising manager. Both were formerly with *Seed World*, Chicago.

Seed Trade News will be published weekly, covering the seed, nursery, florist and allied businesses. It will have a page size of 9 1-3 inches by 15 inches.

Joins Power, Alexander & Jenkins Company

Walter J. Munro, for several years secretary of the advertising agency of Brooke, Smith & French, Inc., Detroit, has joined The Power, Alexander & Jenkins Company, Inc., advertising agency, also of Detroit, as vice-president. Mr. Munro was at one time with the Curtis Publishing Company and the S. S. White Dental Manufacturing Company, Philadelphia.

W. N. Whitney with Barton, Durstine & Osborn

Walter N. Whitney, formerly sales manager of the Merrell-Soule Company, Syracuse, N. Y., and for the last two years general manager of the Continental Stores Company, Cleveland, has joined the Buffalo office of Barton, Durstine & Osborn, Inc. He was for many years advertising manager of the Larkin Company, also of Buffalo.

Must
field

Stuart &
ds, Chi-
eting of
ertisers'
eld had
ent the
son re-

r bonds
bringing
e in the
curities,
vied on
of the
ng tax-
This
r bonds
a neces-
ng from
l.

ption of
—a kind
wer in-
.000 to
erstand
yndicate
directed
simpler,
andable

er in

d trade
be pub-
appear-
Tibbitts
Shoe-
h were
ago.
ublished
nursery,
It will
by 15

&

years
ncy of
Detroit,
der, &
ertising
resident.
th the
nd the
cturing

rton,

sales
company,
st two
ntinen-
has
Dum-
ny
Larkin

***More money is paid by the
Consumer for Cosmopolitan
every month than for the
single issue of any other
publication.***

NOTHING proves buying
power so positively as
cash. The same group of
people which spends the most
money for reading matter, also
spends the most money for
clothes, food, travel, automo-
biles, and other worth-while
things.

Cosmopolitan ^{35 Cents}
America's Ablest Advertising Medium

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

May 3, 1923

May



TAO TEA CO.

INC.
103 PARK AVENUE
NEW YORK

April 12, 1923.

Mr. W. G. Hobson,
"New York Evening Journal,"
2 Columbus Circle,
New York City.

Dear Mr. Hobson:-

This Company feels its duty to express to your publication in general, and to you, personally, its appreciation of the service rendered by your merchandising department, which was of inestimable value to us in placing TAO TEA BALLS on the market in the New York Metropolitan District.


If any merchant is contemplating entering this market, and you desire to refer him to us, we will be mighty glad to show him the records of our success, and how he can break down sales resistance and smooth his paths with the assistance of the merchandising service of your publication.

Wishing you continued success in your good work, we beg to remain

TAO TEA COMPANY, INC.

Harry W. Wadsworth
President.





Cooperation “of inestimable value”

MR. WALKER, President of the *Tao Tea Company, terms the cooperation given him by the NEW YORK EVENING JOURNAL and its Merchandising Service Department of “*inestimable value.*” This is why:—

Up to January Tao Tea Balls were unknown to the general public. Grocers hesitated because they expected difficulty in changing the tea making habits of the public.

The Merchandising Service Department of the NEW YORK EVENING JOURNAL furnished the Tao Tea Company with special routed lists of high-grade dealers. These were to be “pegs” upon which to build a wider distribution later. Journal field men called on each, explained Tao Tea advertising, and prepared the way for sales representatives who followed.

After copy started, *Grocery Trade News*, one of the Department's five trade papers, read by every grocer in the city, continued to increase dealer interest.


The vast circulation of the EVENING JOURNAL—643,489 daily—90% of which is local circulation—then played its part in helping create consumer demand for Tao Tea Balls, not only in sections where available but in every corner of the market.

Such close link-up of merchandising with consumer advertising can be of equal value to every manufacturer who wants to sell goods to the 9,000,000 of metropolitan New York.

* Tao Tea Balls is a Patterson-Andrew account.

NEW YORK EVENING JOURNAL

Largest daily circulation in America and at three cents a copy





IN THE YEAR 1922
INDIANAPOLIS SPENT
\$26,110,607 IN NEW
HOMES AND BUILDINGS

The finest Athletic Club in the World

The Indianapolis Athletic Club's new home, soon to be completed will be the finest Athletic Club in the world

This means but one thing—The People of Indianapolis and vicinity have the money with which to satisfy their desires.

Your Advertisement in The Indianapolis Star will be read by these people.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

THE
INDIANAPOLIS
STAR

FOREIGN REPRESENTATIVES

Kelly-Smith Co.

MARBRIDGE BLDG-NEW YORK
LYTTON BLDG-CHICAGO

R.J. Bidwell Co.

742 MARKET ST-SAN FRANCISCO
TIMES BLDG-LOS ANGELES

Successfully Using a Famous Author's Work in Merchandising

The Makers of Jack Tar Togs Use with Good Results an Irvin Cobb Story That Is Surrounded with Selling Copy

By James True

WHEN reading an especially good piece of fiction, many advertisers are prone to pause over some vivid phrase of description and think of the spectacular success the author would have made had he tackled the work of writing advertising copy. Speculation of the kind is interesting, but it is misleading. There is a vast difference between imaginative literature and effective advertising, and both require long experience and painstaking practice.

The highly talented writer of fiction is seldom, if ever, deeply interested in commercialism of any kind, and interest in his subject is necessary to convincing work. Furthermore, the few attempts that famous authors have made at writing advertisements strongly indicate, if they do not prove, that the genius capable of producing good fiction and descriptive articles invariably lacks the knowledge and skill to add to the interest of his work the elements that produce the urge to buy.

However, there is a wealth of human interest, romance and humor in modern business. These are the fiction writer's most effective materials, and in using them to tell the story of merchandise, the great writer can be of invaluable aid to modern merchandising. In other words, his service is of greatest value when he remains in his own field, when he tells a story that is applicable to a merchandising plan. This was the conclusion of the Strouse-Baer Company, of Baltimore, when it employed Irvin S. Cobb to write a story, "The Clothes That Made Young America Free," which is the central idea of the company's recent plan of merchandising its Jack Tar Togs for boys.

The story was illustrated by

Tony Sarg and printed in a booklet, which also contained four pages of descriptions and illustrations of the clothing. More than 500,000 copies had been sold to dealers when the advertising to the public started on April 14. The plan, which is exceptionally complete, was presented to the trade last fall, when the salesmen of the company made their trips with the spring samples. As a result, during the last six months, the volume of sales on Jack Tar Togs for boys has doubled over that of the same period of last year, and the distribution of the goods has trebled.

WHY THE ADVERTISER IS SATISFIED

A number of other profitable results have been recorded by the company. The plan is already a marked success, although the advertising campaign to the public has just started and it is impossible to estimate returns from this source. And there is no doubt that the work of Irvin S. Cobb has been the major factor in securing the remarkable interest and co-operation of dealers; but the outstanding fact of value to advertisers in general is that the present success would undoubtedly have been impossible had Mr. Cobb been induced to write merely a series of advertisements. The most striking and interesting element of the entire campaign is the work of Mr. Cobb as a master story teller.

The plan is really the outgrowth of the development of the business. For a number of years The Strouse-Baer Company has been known as a manufacturer of middies and clothing for girls. It has used national publications since the concern started, and Jack Tar Togs for girls were widely known when, a little less than three years

What's Happening in Chicago?

During the first three months of 1923 the Chicago Evening American gained 490,190 lines of display advertising.

The Chicago Evening American's percentage of gain—26.1—is greater by 9.7 per cent. than that of any other Chicago newspaper, morning or evening, daily or Sunday.

Think back five years—
then ahead five!

CHICAGO EVENING AMERICAN

EVENING

A Good Newspaper

present seemed to offer the most attractive appeal for our merchandising plan. But we could not express it the way we wanted to. There were human interest and humor in it, and we could not use them effectively in our advertising copy.

"Discussion with our advertising agent developed that a most interesting element of the proposition should be a story—a good story on which to base our advertising campaign. We were sure that if the story of the emancipation of American boyhood could be told, in its relation to what we were doing in designing boys' clothing, we would have the basis of the most effective plan we had ever used.

"Above everything else, we wanted to convince the mothers and fathers of the country of the necessity of dressing their boys in manly, comfortable fashions. And after we decided that only a good short story would accomplish this quickly, we looked around for the best man to write the story.

"The more we thought and talked about it, the more firmly we were convinced that Irvin S. Cobb was the man to do the work. He was justly celebrated, and had written on almost every subject but his own boyhood. So we approached Mr. Cobb, assuring him that we wanted to employ him at his own profession, and explained that our advertising was quite a different matter. We told him that we wanted his own viewpoint on the subject, as a record of his philosophy and experience.

"Mr. Cobb was interested, and consented to write the story for us. Tony Sarg, who has undoubtedly done his best work in illustrating Cobb's stories, consented to furnish the drawings for our story. As usual, it was a happy combination.

"When all arrangements were completed we recast the spring selling plan to feature the story as much as possible. It was the element designed to centre the attention of dealers and the public on our boys' line. The plan was

explained to our salesmen before they left last fall with their spring samples; they were enthusiastic; it gave them something new and intensely interesting to talk about, and that they made the most of it is proved, I think, by the results already produced."

The plan is remarkable because of its simplicity and its method of securing co-operation with dealers. The salesmen were cautioned not to mention it until they had sold the girls' line and had presented the boys' clothing strictly on its merits. They were instructed then to present the plan, not as an attempt to sell goods for the dealer, but as an unusual means of aiding him to sell goods, of attracting people to his store and encouraging them to talk about Jack Tar Togs for boys.

The company featured the booklet in one full-page and two half-pages of periodical advertising. The text quotes liberally from the story; but to finish it the reader must go to a dealer for a copy of the booklet.

HOW DEALER TIES UP

Tying up with the periodical advertising, all dealers were furnished with one-, two- and three-column electros for their local papers. The copy is practically the same, with the name of the dealer inserted, and inviting readers to come to the store for the booklet containing the complete story. Window cut-outs and other identifying material were also furnished dealers.

In presenting the plan, the salesmen sold their customers approximately 300,000 copies of the booklet at the nominal price of one cent a copy. This charge about covers the cost of printing, and was made to insure the interest of dealers. Since the men completed the trip the company has sold 200,000 copies additional by mail. This advance sale is not more than half of what the ultimate circulation will be, for several dealers, forgetting that the booklet was not to be circulated before the appearance of the first

(Continued on page 49)

before
spring
astic;
y and
about.
st of
results

cause
od of
alers.
d not
sold
ented
n its
then
n at-
ealer,
iding
cting
urag-
Tar

book-
half-
ising.
n the
eader
y of

medical
fur-
ree-
local
y the
ealer
s to
oklet
tory.
den-
fur-

the
ap-
the
e of
arge
ting,
in-
men
pany
onal
e is
the
for
the
ated
first



April 15th The Journal announced a need of \$5,000 for a Radio Fund for the unfortunate patients of the Glenlake Tuberculosis Sanitarium. In three days' time over one thousand persons voluntarily sent \$7,441 to The Journal. This splendidly illustrates the influence of The Journal and the confidence which its readers repose in its editorial comment.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

FIVE exclusive features of the Dairymen's League News

1. Sixty thousand subscriptions from the members of the Dairymen's League Co-operative Association, Inc., alone*.
2. Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other co-operative marketing associations in New York State. *Thus the weekly circulation for the past 12 months has averaged more than 100,000 copies.*
3. Circulation is concentrated and specialized.
4. Farmer - owned, farmer - controlled.
5. In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than either of the other two state farm papers.

** Reader interest among this group is guaranteed by the fact that the League transacts more than \$2000 annual business with the average member subscriber in selling for him his chief source of income—milk.*

DAR
N

The bigger half of agriculture

MANY an unsuccessful farmer has been able to raise bumper crops. He has kept his crops rotating so that the eggs would not all be in one basket. Yet he has failed.

This is because the bigger half of agriculture lies in the marketing. If the farmer is sure he can dispose of his products advantageously he can increase his productivity—and thereby his income.

Co-operative marketing insures the farmer a steady and profitable return on his products. He gets a larger percentage of the consumer's dollar. He is no longer at the mercy of middlemen or the usual market fluctuations.

In New York State there are today nine big co-operative marketing associations—nine groups of farmers who are marketing

their products by modern business methods.

The business farmer and his family represent live prospects for nationally advertised goods—not only for farm needs, but also for most of the necessities and luxuries of modern living.

The Dairymen's League News offers you a profitable medium of placing your advertising message before this market. This farmer-owned farm paper is read thoroughly week after week in the homes of farmers who are directly and financially interested in the co-operative marketing movement.

Make an appointment to have one of our representatives give you the whole story of this group of farmers who are so successfully conducting "the bigger half of agriculture."

Dairymen's League News, Utica, N. Y.

NEW YORK: 120 West 42d St.—Phone Bryant 3463

CHICAGO: 600 Otis Building—Phone Franklin 1429

DAIRYMEN'S
League
NEWS



Meet the C. J. Representative

MEET this man because of the things he can do for you.

If you are concerned with the development of an outlet for any automotive product whether it be among manufacturers, jobbers, dealers or service men—meet the Class Journal Representative, for he can help you.

This man has background. Behind him is a great business paper institution whose facilities for research are practically inexhaustible and whose automotive mer-

chandising experience is as old as the Industry.

He can lead you safely by the pitfalls. He can advise and co-operate and this the more wisely because all the basic facts and the interpretation of the facts are at his disposal.

The Class Journal Representative is not so much a seller of space as an apostle of sane merchandising.

His is a work of service. Meet him, for he can help you.

THE CLASS JOURNAL COMPANY

New York, U. P. C. Bldg.; Chicago, Mallers Bldg.; Boston, 185 Devonshire St.; Philadelphia, Widener Bldg.; Cleveland, Guardian Bldg.; Detroit, 317 Fort St., West; Indianapolis, 1212 Merchants Bank Bldg.

CLASS JOURNAL PUBLICATIONS

AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, MOTOR TRANSPORT, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION & WAREHOUSING, THE TIRE RATE BOOK, THE AUTOMOBILE TRADE DIRECTORY.

advertisement, reordered because their stock was quickly exhausted after people began reading and quoting the story.

About a month before the publication of the first advertisement, the company mailed to its full list of customers and prospects a catalogue containing an outline of the campaign, with price lists and order blanks enclosed. After presenting illustrations and descriptions of many items in both lines, this book devoted a page to Irvin Cobb's portrait, with the caption, "A Cobb Story with a Business Ending." The next page states a few interesting facts about the author and his work, and then continues with this message to dealers:

We wanted someone to put down on paper how the little fellow of yesteryear suffered in his clothes—someone who could contrast the little martyr of yesterday with the "having-his-own-way" Jack Tar Togs boy of today.

We went to the one man in America born for the job.

It didn't take Mr. Cobb a minute to see the human side of the thing. He wrote "The Clothes That Made Young America Free" especially for us.

It's funny; it's convincing; it's Irvin S. Cobb at his best. Yet it's a story with a business ending. He has written the story so that it ends right in your store.

Just as the reader gets to the most interesting part of the story, which will start in a full-page ad . . . it will stop abruptly with the words, "Continued at your dealer's."

And that means *you!*

The broadside reproduces the full-page advertisement and illustrates the window and display cut-outs. On March 26 it was followed by a circular letter which offered to send electros, posters and cut-outs free, and requested the co-operation of dealers in publishing the newspaper advertisements, arranging displays, and circulating booklets on the day of the first national advertising. About two weeks later the last reminder was mailed. It was a Government postcard presenting a cartoon of Irvin Cobb and calling attention to the campaign.

"This direct-mail material was necessary," Mr. Strouse explained, "because our salesmen were very busy looking after the business for next fall. For that reason we

wanted to relieve them of all responsibility of the present campaign, and the results of the direct work are gratifying. We have received orders for both the boys' and girls' lines from a number of new accounts, who seem to be eager to co-operate with us, and we have delivered on the orders of retailers hundreds of electros for newspaper advertising on the Cobb story, besides a great quantity of window and display material.

"The splendid response of the dealers is due, I think, to the fact that they realize the profit possibilities in cultivating their boys' departments. In a great many stores this department has been neglected because it does not attract a great amount of trade. It is the habit of the stores, in general, to push the merchandise and advertise the departments that are the most profitable, and they have overlooked boys' clothing in featuring faster moving goods.

"This is so, undoubtedly, because clothing for boys from two to ten years of age never has been extensively advertised. Furthermore, the average family is much more interested in clothing the girls than the boys. Our investigations show that the average little girl has more clothing than she can use, while her little brother is equipped to meet only his actual needs.

"Advertising, no doubt, will change this, with a tendency to furnish the boy more completely without taking anything away from his sister. So intelligent dealers welcome the campaign and are willing to co-operate with us in our attempt to add importance to boys' apparel.

"More than 95 per cent of clothing for boys is bought by mothers, and while we do not want to change this habit, we would like very much to interest fathers in the clothing of their boys. If the father is interested he will have a word to say occasionally on the subject, and his word will have a favorable influence. And undoubtedly, unless all signs fail, the Irvin Cobb story will have an

excellent effect in this direction.

"The most profitable result of the merchandising plan is probably yet to be told. The immediate response to the general advertising was all that we expected; but it is too early even to guess at ultimate figures. We can only state that it is a success beyond question. Every mail is bringing us orders for goods, advertising material and booklets, and, best of all, many enthusiastic letters from our customers.

"In our opinion, the success of the plan depended a lot on one idea. We had a very interesting story to tell: one that would appeal to almost every man and woman, and we employed the best man we could find to tell it. Then we merchandised the story and built our entire selling plan around it, using our advertising to reflect on our goods the interest it aroused.

"We did not lose sight of the dealers' interests. Plainly, our effort was to induce people to go to the stores. The booklets were imprinted with dealers' names, when ordered in sufficient quantities, and I think that the tie-up between dealers' and our own advertising was about as complete as it is possible to make it.

"The campaign clearly demonstrates that a famous author can be used as part of an advertising campaign without sacrificing selling value.

"This, in our case, we believe has been accomplished. For we have not only secured the story-telling ability of a great writer, but have succeeded in surrounding the story with enough selling copy to make sales.

"And so it is a story not only of the success of a famous writer—but the success of good advertising copy as well."

Will Advertise New Facial Clay

The Snitzler-Warner Company, Chicago advertising agency, has been appointed to handle the advertising for Glacier clay, a facial preparation manufactured by the Glacier Laboratories, Springfield, Minn. Newspaper advertising, followed by a magazine campaign, is planned for this account.

Enlisting the Stockholder

The National Biscuit Company, "Uneeda Bakers," New York, would have its stockholders act as scouts and advertisers. Not that it asks them bluntly to do so, for a blotter is utilized which is enclosed with communications sent to them. This inexpensive mailing piece points out that while the demand last summer for "Sugar Wafers" taxed capacity to the uttermost, facilities have now been doubled and the hope is expressed that sufficient business may be developed to keep every machine busy. Having thus paved the way, the text continues:

"Does your dealer carry our sugar wafers and push them? Do your friends know how delicious they are? Every stockholder can help increase sales and profits by advertising our sugar wafers to dealers and consumers."

E. R. Crowe Resigns from "Time"

E. R. Crowe has resigned as vice-president and director of Time, Inc., New York, publisher of *Time*. Mr. Crowe will devote all his attention to the business of E. R. Crowe & Company, New York, of which he is president.

To Direct Advertising of New Chicago Bank

Amy Roettig Hyde, in charge of advertising and purchasing for the Union Bank of Chicago, has been appointed to handle the advertising and purchasing of the Northcenter Trust and Savings Bank which is to be opened shortly in Chicago.

H. S. Anderson in Control of Ogden Advertising Co.

Harry S. Anderson, of the Utah Bill Posting Company, Salt Lake City, and son of the firm's founder, has disposed of his interests in a deal which involved his purchase of the Ogden Advertising Company, the Ogden, Utah, branch of the company.

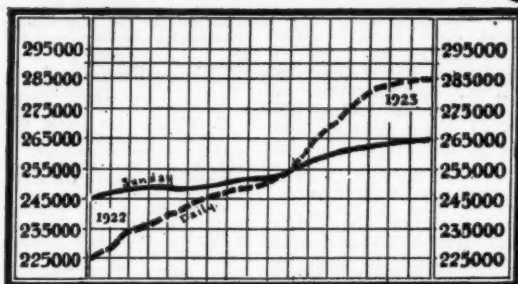
Joins Pacific Coast Lithographer

Sydney Vincent has been appointed manager of the Ridgway Lithography Company, Portland, Ore., manufacturer of labels and paper boxes. Mr. Vincent was formerly assistant manager of the Oregon Tourist & Information Bureau, also of Portland.

St. Louis Agency Augments Staff

Howard S. Bergen, formerly vice-president of the Bergen Advertising Company, St. Louis, has joined the sales department of The Adamans Company, St. Louis advertising agency, as an account executive.

The Detroit News A Year Ago *and* Today



In one year as the chart above clearly shows, The Detroit News, both weekday and Sunday, gained greatly in circulation. It already had in 1922, a 90% coverage of the Detroit field. Today The News reaches practically every home in the city and surrounding territory, making it possible to cover all Detroit at one rate with one newspaper.

March This Year and Last

| | | |
|--------------------------------|------|---------|
| Detroit News week day net paid | 1923 | 285,425 |
| average circulation for March. | 1922 | 225,629 |

Increase..... 59,796

| | | |
|--------------------------------|------|---------|
| Detroit News Sunday net paid | 1923 | 269,937 |
| average circulation for March. | 1922 | 247,355 |

Increase..... 22,582

The Sunday News is surpassed only by its weekly issues in circulation and is constantly gaining, bidding fair to equal the weekday News shortly.

The Detroit News

Greatest Circulation in Michigan

1873—50 YEARS OF LEADERSHIP—1923

British Advertising Men Coming to Associated Club Convention

ON May 26 a delegation of British advertising men will sail from Southampton on the *S. S. Berengaria* to attend the Atlantic City convention of the Associated Advertising Clubs of the World, June 3 to 7. The delegation will be led by John Cheshire, managing director of Lever Bros., manufacturers of soap and one of the leading advertisers of Great Britain, and president of the Thirty Club of London.

WILL EXTEND LONDON INVITATION

At the convention, the Thirty Club will present an invitation for the association to hold its 1924 convention at London. This invitation is supported by the following British associations: Newspaper Proprietors' Association, Weekly Newspaper and Periodical Proprietors' Association, Newspaper Society, Scottish Daily Newspaper Society, British Association of Trade and Technical Journals, Association of British Advertising Agents, A. B. A. A. Audit Bureau, Association of Advertisement Managers, Incorporated Sales Managers' Association, Incorporated Society of Advertisement Consultants, Advertising Club of Ulster, Incorporated Association of Retail Distributors, Incorporated Society of British Advertisers, Aldwych Club, Publicity Club, Fleet Street Club, United Billposters Association, British Association of Display Men and the Federation of Master Printers. A representative delegation from these associations will be members of the Thirty Club gathering.

British advertising men who accompany the delegation will be elected honorary convention members of the Thirty Club. The officers of this club, in addition to Mr. Cheshire, are: Vice-president, W. S. Crawford; treasurer, Philip Emanuel, and secretary, C. Harold Vernon.

Philadelphia Sales Managers to Hold Golf Tournament

The annual outing and golf tournament of the Philadelphia Sales Managers' Club will be held on May 21 at the Whitmarsh Valley Country Club, Chestnut Hill, Pa. A dinner entertainment in the evening will follow the golf match.

An invitation has been extended to the members of the New York Sales Managers' Club to be the guests of the Philadelphia association on this occasion. This will be the last meeting of the Philadelphia club until next fall.

Einson-Freeman Increases Staff

C. W. Kip has joined the Einson-Freeman Company, New York, lithography, as service manager. He previously had been assistant advertising manager of the Corona Typewriter Company.

O. M. Curtis, Jr., formerly Eastern manager of the Direx Company, is now a member of the sales staff of the Einson-Freeman Company.

Ralph F. Brett Joins Blanchard-Nichols-Coleman

Ralph F. Brett, recently with the Los Angeles office of Lord & Thomas, has joined the office in that city of Blanchard-Nichols-Coleman, magazine publishers' representatives. Mr. Brett was formerly with the advertising agency of Smith & Ferris, also of Los Angeles, and was at one time with the Chicago office of the Butterick Publishing Company.

A New Drinking Cup Is Advertised

A newspaper campaign to advertise Burt's Perfect Cups, a new sanitary cup, is being conducted by the F. N. Burt Company, Ltd., of Buffalo. Copy is now appearing in Cleveland and St. Louis. The campaign will probably be extended to other cities. The Corman Company, New York advertising agency, is handling this account.

O. P. J. Corwin with Rankin Agency

The Wm. H. Rankin Company, Inc., advertising agency, has added O. P. J. Corwin to the plan and merchandising staff of its New York office. He recently was with the National Carbon Company.

Perfume Account for Dyer Agency

The advertising account of Caron, Incorporated, New York, manufacturer of French perfume and other toilet requisites, has been placed with The George L. Dyer Company, advertising agency.

ers
nt
urna-
Man-
21 at
Club
tain-
golf
o the
Man-
Phila-
sion.
the

S

nson-
thog-
pre-
ising
riter

stern
now
Ein-

ch-

Los
has
Blan-
pub-
was
y of
celes,
icago
Com-

S

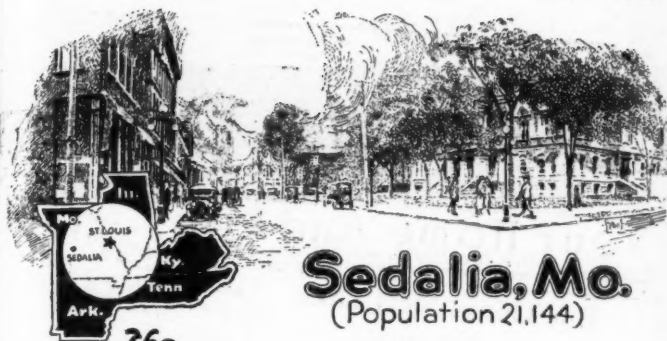
ertise
itary
N.
Copy
St.
y be
rman
ency,

skin

Inc.,
P. J.
ising
e re-
arbon

ver

, In-
er of
equi-
George
ency.



Sedalia, Mo. (Population 21,144)

The 49th State

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4¼ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvements

Consider this busy railroad center just at the western edge of the 49th state . . . A wealthy agricultural and jobbing point with bank deposits totaling \$6,000,000. Sedalia lives well, pays good wages, buys good merchandise.

- | | |
|-----------------------------|---------------------------|
| 73 Grocery Stores | 9 Drug Stores |
| 10 Auto Dealers and Garages | |
| 5 Hardware Stores | 4 Jewelers |
| 6 Building Material Dealers | |
| 8 Shoe Stores | 5 Dry Goods Stores |
| 3 Furniture Stores | 2 Stationers |
| 5 Confectioneries | 5 Men's Furnishing Stores |

The wide-spread influence of The Globe-Democrat is felt in Sedalia. Globe-Democrat advertising influences the buying habits of Sedalia's representative people—dealers and consumers.


Globe-Democrat

St. Louis' Largest Daily

| | | |
|----------------------------|-------|---------------|
| F. St. J. Richards, | | New York |
| Guy S. Osborn, | | Chicago |
| J. R. Scolaro, | | Detroit |
| C. Geo. Krogness, | | San Francisco |
| Dorland Agency Ltd., | | London |
| Asso. American Newspapers, | | Paris |

Your Home And You
Mrs. Ida Migliario, Editor
The

The Poultry Farmer
Running Water Makes the H
Drink and Lay More
Nelle Portrey



The Babies

How About Helping the Baby Form Good Character Habits?

By Mrs. Velma West Brykes

How "What Will the Children Think?" Decided Two Questions for Me

By Mrs. Velma West ~~Wicks~~ **FARM**

By Mrs. Velma West Black

**CAPPER'S FARM
SERVICE STATION**

Right and Wrong
By Frank A. Meyer

Book of Minutes

Why All of Us Cannot Wear of the Same Color

Automobile Shop Talk

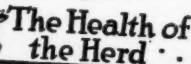
By Frank A. ...
Commander Gettysburg

What causes the generator to get so hot?

In The Farm Dai

**This Plan Puts More Purebreds
On Wisconsin Farms**

By J. H. Frandsen
Deputy Editor



The Voice of The Fed

By Dr. George H. Co

Orchard And Garden

Cost of Producing Pork

If You Have Pears, Prepare to Prune Them Now

The Click of Carpenters' Hammers Is One of the Signs of Spring

Robert Sparks Walker

By Rachel Ann Neiswander

Our Housekeepers' League

Hen House

By Our Readers

Likes Her Garbage Box

Newsweek

Horses or

Loose Teeth In Cattle

New Walls in Old Houses

Tomato Mangoes

The Second Hand

Paul J. Wallenstein has Bought, Improved
a Profit 14 Run Down Ph

Tractors—W

Our Young Red

Circulation 1,553,696

Arthur Capper
PUBLISHER

TOPEKA, KANSAS

HE APPER

Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze

Large Turnover in Occupancy

Speeches Cost \$4,000 a Day
More than a third of a million dollars was spent in printing the Congressional Record in the last session of the 65th Congress.

Some Corn Belt Hog Marketing Facts

CO-OPERATIVE hog shipping has been successful in the Corn Belt.

Capper Creates Buyers



BY STUDYING and discussing the vital profit-determining factors of marketing and management, Capper's Farmer is helping 707,848 farmer subscribers get more money for their crops and livestock.

This definite editorial policy is building buying power in the already prosperous thirteen midwestern states where Capper's Farmer leads in circulation.

These three factors—a wealthy market, adequate coverage, and a definite editorial policy account for the dominance of Capper's Farmer in the midwest section of the Capper Farm Press. For further information write us.

The mid-west is a rich and fertile land.

It is a very wide, very fertile, and very richly stocked land.

Efficient local enterprise has developed with consequent rapid growth.

Particularly in the case of livestock, a definite plan of production has been developed.

and demand factors, and production for the market.

made by many Westerners, the following particularly important methods and more capital.

Line Rate \$8.50

M M Rate \$5.24

R FARM PRESS

Marco Morrow
ASST. PUBLISHER

Nebraska Farm Journal—Missouri Ruralist
Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

Little Journeys Along Main Street



Elwood, Indiana

ELWOOD lies in Madison County, Indiana, 30 miles northeast of Indianapolis in the center of the famous Indiana Corn Belt.

While its population is 10,790, the Elwood Commercial Club advertises its **trading population** as 40,000.

Of its annual retail turnover of \$2,000,000.00 on principal lines (hardware, dry goods, drugs, clothing and groceries) \$1,250,000.00 comes from farm families in adjacent territory.

Elwood has two railroads and one interurban, four prosperous banks, and thirteen manufacturing establishments including the makers of the nationally advertised Sellers Kitchen Cabinet.

Its main street, however, is primarily a shopping place for farm families and their trade predominates.

There are hundreds of Elwoods in Indiana and thousands in the Central West.

The Farmer's Wife is the only woman's magazine that reaches Main Street Buyers exclusively.

THE FARMER'S WIFE

A National Magazine for Farm Women
SAINT PAUL, MINNESOTA

WALLACE C. RICHARDSON, Inc.
96 Madison Ave., New York

STANDARD FARM PAPERS, Inc.
Transportation Bldg., Chicago

1923

When Complete Advertising Files May Guard the Trade-Mark

Proof of Publicity Can Establish Prior Use, As in the Interesting Case of Captain Pabst

By G. A. Nichols

A STORY told me the other day by Edward S. Rogers, Chicago trade-mark attorney, shows conclusively the value of maintaining 100 per cent complete advertising files as a means of protecting trade-marks, names and labels. It has to do with that ancient, and now contraband, article known as beer. But it can well be told here because it dates back to those days when beer was a legitimate object of commerce.

The Pabst Brewing Company once made and merchandised a certain brand of beer known as "Select" which was the trade name appearing on the label. Capt. Pabst, president of the company, was a noted horse fancier. He knew horses just about as well as he knew beer, and was the proud owner of a number of speed kings. The animals won so many blue ribbons for him at various turf events that he conceived it to be a happy and an appropriate thing to place a blue ribbon around the neck of each bottle of this particular brew in which he took so much pride.

This was just a little fancy—or idiosyncrasy you might call it—of the Captain's that had nothing to do with the brand of the beer. The name "Select" remained on the label as before.

The Blue Ribbon idea caught the fancy of the public immediately, and it began calling for "Blue Ribbon" beer. Bartenders after a while got tired of explaining there was no such brand and served the "Select" whenever a patron demanded Blue Ribbon.

In time most of the orders for stocks of beer received at the brewery called for "Blue Ribbon." Capt. Pabst resented all this strongly, as endangering the goodwill of the branded name. He insisted that the beer should con-

tinue to be known as "Select" and ordered a heavy increase in the advertising appropriation to make the name "Select" better known than ever.

But he soon found he had created a condition he could not change. Finally, when seemingly everybody knew and called for the beer as "Blue Ribbon," the label was changed and the name "Blue Ribbon" was substituted for "Select." The Pabst advertising took up the new name without explanation and carried it along just as if the product had been so identified from the beginning.

And then a case of infringement was discovered.

In the interval while Pabst's beer was generally known as "Blue Ribbon" although labeled "Select" an enterprising competing brewer placed on the market some beer which he called "Blue Ribbon," although he refrained from attaching a blue ribbon to the bottle.

Capt. Pabst took the case into court, claiming that by right of priority he was entitled to the exclusive use of the name "Blue Ribbon" and that his competitor had infringed upon his rights.

WHEN WAS IT FIRST CALLED BY NAME "BLUE RIBBON"?

The Pabst case seemed simple enough. All the company had to do, to establish its prior rights, was to show that the public identified Pabst beer as "Blue Ribbon" before the competitor placed that name upon his label.

But when the plaintiff's lawyers began to take depositions they found their task was the direct opposite of simple. Not one of the many witnesses called was certain as to when he first knew Pabst beer as "Blue Rib-

bon." The name had been familiar to most witnesses for "a long while," but when they were called upon to state the definite year they could not remember. Bartenders could not recall when they first heard the name from their patrons. Neither could the patrons say when they began to use it. It seemed impossible to prove when the name began.

RECORD OF ADVERTISING WOULD HAVE HELPED

A search then was made through all the local Pabst branches over the country, through printing houses, and other sources in an effort to locate advertisements which were dated or whose date could be proved. The idea was to establish the first use of the term "Blue Ribbon" in connection with Pabst brew even before the name was changed.

In those days brewery agents usually kept their files in barrels. The records may as well have been inscribed on papyrus and laid away in an Egyptian tomb so far as any real facts bearing upon that situation were concerned. However, after the expenditure of endless time and many thousand dollars, some filled-in order blanks were discovered in a barrel at a local branch of the Pabst brewery. These, which had been written by the company's salesmen during their visits to retail customers, called for "Blue Ribbon" beer.

To gain more proof, attorneys devoted days and weeks to hunting through the barrelled records in other branches, finally discovering some newspaper advertising, and some calendars bearing the name "Blue Ribbon."

The queer part of it all was that none of the first of the bottles decorated with Blue Ribbon had been kept so as to be identified. Mr. Rogers, one of the Pabst attorneys, happened to go to New Bedford, Mass., on a vacation and called upon an old whaler, a long-time friend. While waiting in the "front room" of the old gentleman's home he saw upon the mantel a full bottle of Pabst

"Select" beer bearing the Blue Ribbon label.

"I got it at the World's Fair in Chicago in 1893," said the whaler in reply to the question. "It was such a pretty bottle that I didn't even want to open it. So I brought it home and have kept it here all these years."

All this accumulation of evidence, even though sadly belated and long delayed, enabled the Pabst Brewing Company to prove its rights beyond all argument. If a systematic file of all the advertising matter had been kept the chances are the infringement never would have come about, and in any event it could have been handled promptly.

THE FIRST ESSENTIAL

It must not be overlooked however, in any discussion of methods of proving trade-mark priority that the chief thing to show conclusively is that the product bearing the trade-mark, was sold in interstate commerce at a date prior to the time of such sale by the infringing product.

The Pabst experience is perhaps extreme, but modifications of the situation constantly arise. I heard of one case where the plaintiff in an action to suppress an infringement was just about ready to give up in despair because he had absolutely no piece of printed matter which would establish his prior use of the brand in controversy. After a long drawn-out search an old set of Civil War numbers of *Harper's Weekly* was discovered. The magazines had been bound up in covers that had had old barrel stencils impressed upon them. The barrel stencil was the brand over which the contest was being conducted. This was absolutely the only evidence that could be found, but it was enough.

These experiences and numerous similar ones that might be cited go a long way toward showing that every business, large or small, ought to have a department of archives in charge of some careful person, in which every scrap of paper having to

"We Are Delighted"

THE **Tompson Stroppe Sales Company** of **Kansas City, Missouri**, permits us to quote the following letter recently sent by them to the **Kansas City Branch Office of The Christian Science Monitor**:

"We want to take this opportunity to say to you that we are delighted with results obtained from our use of your columns for our display advertising.

"The **Monitor** was chosen for 'class' and identification rather than actual returns but it has developed into our best pulling medium without exception.

"The co-operation of your readers is wonderful and the interest and help rendered by them is of a value that we are unable to justly express.

"We will be in **THE MONITOR** as long as we are in **BUSINESS.**"

Many other advertisers are having similar experiences, which accounts for the **Monitor's** steady increase in lineage of National advertising.

The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

Member Associated Press

Member A. B. C.

do with the use and advertising of trade-marks should be carefully preserved and filed. Some of the leading concerns of the country with trade-mark interests to protect have learned through experience—some of it costly—that every bit of advertising matter, no matter how small, is potentially worth as much as the trade-mark itself, because it may be the means of establishing the company's right to the trade-mark.

The Coca-Cola Company is one of the concerns having iron-clad orders that every newspaper and magazine advertisement, photograph, drawing or any other piece of printed matter or art work referring to Coca-Cola shall be carefully kept. Other concerns require that all price lists, catalogues, circulars, advertising matter used for billboards and specimens of every label shall be indexed, identified and marked by someone who has personal knowledge of the use of each. The records thus being clear, expert testimony can be had quickly whenever occasion shall arise.

Armour & Company guard every piece of paper having to do with their numerous labels on the basis that the essence of all trade-mark value is publicity. When a company puts out a multitude of labeled articles, as is the case with Armour, it naturally follows in the course of the development of the business that labels shall be discarded or temporarily pushed aside.

All advertising matter having to do with such labels is preserved as carefully as that involving the livest ones on the list. Even orders for merchandise in which the goods are mentioned by the branded name are preserved. Instead of being crammed away into a barrel as was done by the local representative of the Pabst Brewing Company, they are properly indexed and filed so as to be accessible at a moment's notice. Letters having to do with any of the branded names are kept in the same way.

All this elaborate precaution may seem to be superfluous in

the case of a huge concern which in one way or another advertises most of its branded names. Quick proof of ownership, it would seem, could easily be afforded by reference to any number of advertising files. But Armour takes no chances. Neither does many another first-class concern which may seem to be almost fussy in this matter of preserving trade-mark data.

The reason for it is that when a concern goes into court to complain about an infringement it must do more than show it has adopted a certain mark, name or label. It must prove that it has used the mark under such circumstances as to bring about definite means of identifying its merchandise.

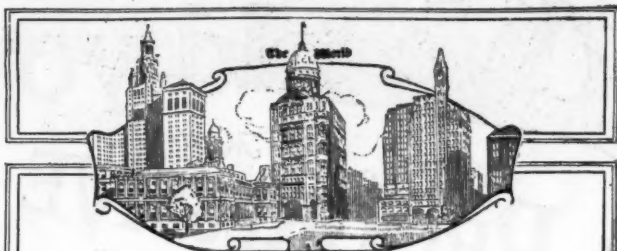
The proof may be supplied through an advertisement, an order blank, a letter, dated copies of labels that can be identified or printed matter in general.

A REITERATION OF WHAT A TRADE-MARK DENOTES

Trade-mark protection, when you get right down to it, is really a finely geared thing. It is accepted as such a matter-of-course proposition, though business people as a class do not realize this quality. Words designating brands, after all, are the common property of everybody. Take even such a well-known trade name as "Ivory." This is a part of the English language to which, in the absence of some special circumstances, no one can have exclusive right. When words are woven into a poem or other work of literature, the copyright law gives protection not to the words but to the meaning they possess. It is different when a man chooses a word, puts it on his goods and advertises it so it expresses an idea definitely indicating that the goods came from him. He then is entitled to the use of it. This is so under the ordinary principles of commercial sportsmanship, to say nothing of principles of law.

But, to show the association of a name or device with a particular variety of merchandise it is

(Continued on page 65)



FIRST!

SINCE January 1st, THE WORLD has gained a total of 564,633 lines of advertising, which was:

15% in excess of last year's gain during the same three months.

52% of the entire gain of the morning-Sunday field.

31% of the combined morning-Sunday-evening gains of the city.

303,101 lines in excess of the gains of its nearest competitor.

With one exception, a tabloid picture paper, THE SUNDAY WORLD was the only Sunday paper to gain during this period.



MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

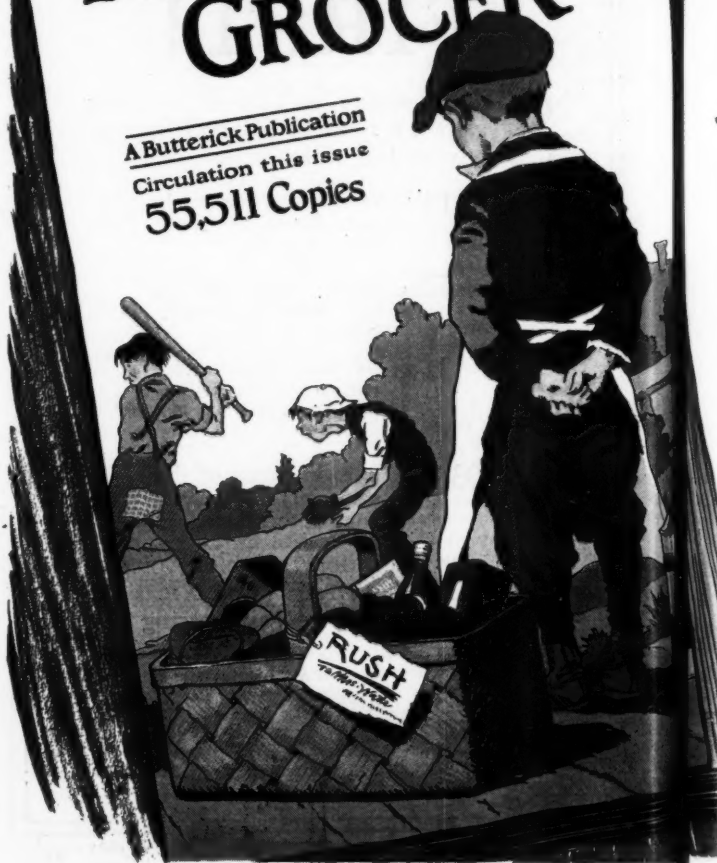
FORD BUILDING
DETROIT

Over to you

May, 1923

The PROGRESSIVE GROCEER

A Butterick Publication
Circulation this issue
55,511 Copies





...we could do it
Here it is!

The May issue of *THE PROGRESSIVE GROCER* is just off the press with a record-breaking volume of advertising.

The significant thing is not so much the amount of advertising as what this volume indicates. It demonstrates a growing tendency on the part of manufacturers to recognize the influence that is wielded by the retail grocer and the grocery jobber.

What justifies this increasing confidence of manufacturers in *THE PROGRESSIVE GROCER* is the genuine reader interest that has been demonstrated. It is a rare privilege to have been able to give to the industry a publication that reaches 50,000 good grocers and jobbers, and that is influencing the business habits of these important factors in the grocery trade.

The **PROGRESSIVE GROCER**

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY

912 Broadway, New York



***"displays the
goods remark-
ably well"***



Another selling success

The Whitman Chemical Company writes as follows: "The Brooks Display Container (Patented) appealed to us at once as being a desirable style. It is easy to set up and displays the goods remarkably well.

"We were told that there was nothing in the market equal to yours as an effective advertising medium. We may say that having tried it out we find it meets all requirements."

This display container offers you a similar opportunity.

*Write us about your requirements.
Send sample of product and design-
ate number of units to be packed in a
container. Also please specify any
preference of design and colors.*

BROOKS BANK NOTE CO.
Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

***Lithographed Folding Boxes—Labels—Window Display
Advertising***

necessary to demonstrate that at least a portion of the public has accepted it as such. The public, however, must be given an opportunity for such recognition, and this is furnished by advertising. Hence it is always hugely important in any trade-mark or unfair trade litigation that the person bringing the action be able to show that his goods have been advertised so they will be known. The most persuasive and emphatic way of showing this fact is to produce as many specimens of advertising over as long a period as possible. The more different kinds of advertising that can be shown the more convincing will be the case.

Some firms are particularly keen about preserving letters referring to the goods by brands. It frequently happens that retailers and others use variations of a trade-mark or are inexact in spelling names—nicknames may be substituted for the real ones. In time the variations or nicknames may become as well known in certain communities as the originals. Retailers may buy and sell the goods without referring to their real names.

ADVERTISING HELPED AUNT JEMIMA IN TRADE-MARK CONTROVERSY

The habit of retailers and users in this respect is well illustrated by some of the litigation which the Aunt Jemima Mills Company of St. Joseph, Mo., was obliged to institute to protect its Aunt Jemima pancake flour. In certain sections the Aunt Jemima flour is known as "Negro Head" or "Mammy." A company at Atchison, Kan., only twenty-three miles from St. Joseph, put out an opposing brand of pancake flour which it called "Sambo," the figure being that of a smiling negro male cook. Another company called its pancake flour "Good Enuf" and the trade-mark was the bust of a negro holding a piece of water melon under his chin. The courts held that the two latter companies had no right to use the negro figure even though they called them by dif-

ferent names. But the Aunt Jemima Company had to show that people actually purchased pancake flour under the name of "Negro Head" and also to prove that such a name was applied to its product before the others came on the market. This it was able to do through an exhibit of its advertising and order files.

It frequently happens that an infringer will avoid actual use of a trade-mark but will use a nickname or some other term by which the goods are colloquially known. The nicknames or colloquialisms may have been forced upon the product against the will of the maker. Nevertheless they often are so widely used as to constitute a real selling asset. This asset, by all the rules of the game, should belong to the owner of the original name or product. Obviously he cannot register a trade-mark under several different names. Neither can he so advertise it conveniently. But if he cannot show that the nickname or adaptation was applied to his product before some infringer appeared and used the nickname or adaptation for another line of goods, he is likely to wake up some fine day and discover that a considerable portion of the benefits of his advertising have been dissipated.

An interesting example is in the case of the Coca-Cola Company against the Koke Company of America, which was decided by the Supreme Court of the United States in 1920. Stand around a soda fountain for a few minutes, no matter in what town you live, and the chances are you will hear somebody call for a drink of "Koke." He means Coca-Cola, but has accumulated the breezy American habit of shortening names or using nicknames. The soda fountain owners and dispensers refer to Coca-Cola under the same term and even call for "Koke" when they send in orders to the company for Coca-Cola syrup. The company never did offer any inducement for this nicknaming of its product. In fact it protested most vigorously, but

without avail. People kept on calling for "Koke." Dealers did the same and probably always will.

Along came the Koke Company of American with a soft drink somewhat similar to Coca-Cola which it called "Koke," thus seemingly appropriating to its own use Coca-Cola's nickname.

The Coca-Cola Company claimed an infringement and took the matter into the Federal Courts. In the testimony it was plainly brought out that the big disadvantage of a nickname is that it is in its nature indefinite or can be made indefinite by a substituting dealer. In an attempt to justify its actions the Koke Company introduced some fountain owners and dispensers as witnesses. They said when people asked for "Koke" they gave them "Koke" and that if they wanted Coca-Cola they should have asked for it by that name.

It was important for the Coca-Cola Company to prove, by the testimony of dealers and consumers, that Coca-Cola is commonly known as "Koke"—also that it was purchased under that term long before the competing company started to manufacture the latter drink. But to present the actual testimony of these witnesses would be an expensive proposition, inasmuch as it would be a case of overwhelming the other side by sheer force of numbers.

Right here is where the Coca-Cola Company's habit of preserving correspondence as well as advertising bearing upon its product proved beneficial. A careful search was made to find written orders for Coca-Cola bottles designating the product as "Koke." Many were in the files, but in an effort to make a convincing showing the search was spread throughout the company's distributing system. An enormous number of such orders were secured and an exhibit of them made effectually establishing the Coca-Cola Company's contention. A perpetual injunction was issued against the Koke Company in the Coca-Cola Company's favor.

Successful businesses inevitably and invariably have to undergo a siege of piracy. Even a cursory glance over the business history of the country will quickly show this. One reason, according to the viewpoint of leading experts who know what they are talking about, is that people in adopting a trade-mark do so, having only in mind the getting of a name or device which will be attractive—one in which sales appeal is considered first and frequently exclusively. A trade-mark, many well-known firms who have gone through protracted litigation are ready to say, should be recognized as a symbol of business good-will and adopted with due consideration to its protectability against infringement. And then after adopting a mark to represent the good-will which he hopes to establish, the next thing is for the manufacturer to keep within easy reach anything and everything which can help establish the fact that the mark does represent his good-will and is so recognized by the public.

For the Guidance of Exporters Advertising in Mexico

American exporters who contemplate sending advertising matter to Mexico should make certain before shipment that this material is desired by Mexican firms, according to a report from the Department of Commerce, otherwise it may be refused on account of the excessive customs charges. The report states that the Mexican duty on advertising literature was recently greatly increased, the present rate being 2.50 pesos per legal kilo. This rate also applies to catalogues and calendars in folio form.

Shipments sent to consuls should be prepaid, the report continues, as consuls have no appropriations available for charges of the kind.

New Account for Cotter Agency

The Alden Speare's Sons Company, Boston, distributor of Oak motor oil, has placed its account with the Cotter Advertising Agency of that city.

"House & Garden" Appoints Advertising Manager

Wells Drorbaugh, formerly with *Vogue* and *Vanity Fair*, has been appointed advertising manager of *House & Garden*, New York.



~SPEED~

9³/₄ hours from copy
to finished Giant Ad

FOR some time we have told the Printers' Ink audience that speed was one of the valuable factors of our Giant Ad service.

Here's a specific instance:

At 12:30 P. M. on Thursday a customer sent us press proof of an advertisement to appear in one of the national magazines. It was imperative that they have finished 4,300 Giant Ads in the shortest possible time.

By 10:15 P. M. that night, 1,000 Giant Ads were printed, wrapped and delivered. The remaining copies followed promptly, in time for the customer's requirements.

In a little less than ten hours of working time negatives and plates were made, and 1,000 Giant Ads were run off the press, wrapped and delivered.

Naturally we would not care to make a delivery of this sort every day. But these facts show the lengths to which we do go—and are glad to go—to co-operate with a customer.

You will find Giant Ads (enlarged fac-similes of magazine or newspaper advertisements for dealer display) a valuable part of the advertising campaign. And if you need them "yesterday", we can meet your needs.

Write for descriptive booklet, rate card and samples.

NATIONAL PROCESS COMPANY, INC.

117 EAST 24TH STREET, NEW YORK Phone: Madison Square 3680

| | | |
|----------------------|----------------------|------------------------|
| Boston | Philadelphia | Pittsburgh |
| 28 School Street | 1420 Chestnut Street | 335 Fifth Avenue |
| Phone: Congress 5257 | Phone: Spruce 1173 | Phone: Smithfield 1162 |

Giant Ads

can be made in any number of colors and any size up to 38x50

Audit Bureau Adopts Rules on Publicity

THE question of the use of information contained in the reports of the Audit Bureau of Circulations was the principal topic of discussion at a meeting of the board of directors, which was held at New York last week.

A meeting of the Standard Forms and Audits Committee was held in the New York offices of the Bureau preceding the directors' meeting. The committee unanimously adopted a set of rules which were transmitted to the directors at their meeting and approved.

The following rule covering circulation claims was adopted:

"Each publisher member shall after May 1, 1923, be required to keep on file a copy of announcements concerning circulation claims, which are in the form of advertisements in his own publication or other publications or in the form of circulars produced or caused to be distributed by the publisher or his authorized agent. These announcements shall be filed with the working papers of the auditor when making the annual audit. If statements are made in these announcements during the period of the audit, which are not in conformity with the findings of the auditor, the rule covering violations of the Bureau's publicity rule shall apply."

The use of the information contained in the Bureau's reports is covered in the following publicity rule which was adopted:

"A publisher member of the Bureau is permitted to publish in his own or other publications or in circular form when using the name and authority or the figures of the Bureau.

"1. Total net paid circulation on his own publication only.

"2. The divisions of net paid circulation as shown in Paragraph 8 of all publishers' statements and auditor's reports on *his own publication only*.

"3. The first page of either

publishers' statement or auditor's reports on *his own publication only*.

"4. The entire report—either publishers' statement or auditor's reports on *his own publication only*.

"5. In directories, use of figures shall be confined to Paragraph 8, but date and whether publishers' statement or auditor's report as authority, shall always be shown.

"Publishers are *not permitted* to use the Bureau's figures, concerning competitors either through the direct or implied authority of the Bureau in any advertising matter."

HOW VIOLATORS OF RULE WILL BE TREATED

Violation of the above rule is covered in the following regulation:

"When a violation of the publicity rule of the Bureau is called to the attention of the managing director, a bulletin shall be issued setting forth the facts concerning such violation.

"In the event of a repeated violation, after attention has been called to such violation and a bulletin issued, the member shall be cited by the managing director to appear before the board of directors to show cause why action should not be taken in conformity with the by-laws and rules and regulations."

The officers and directors present at the board's meeting were: O. C. Harn, Ernest I. Mitchell, J. Murray Gibbon, Walter R. Hine, L. B. Jones, Mason Britton, W. Laughlin, J. J. King, W. A. Strong, Ralph Starr Butler, E. R. Shaw, B. H. Bramble, F. R. Davis, Marco Morrow, David B. Plum, F. W. Stone, Stanley Clague, managing director, E. W. Chandler, chief auditor, and W. F. Hoffmann. New York manager, B. Kirk Rankin, publisher of *Southwestern Agriculturist*, recently appointed to take the place of the late William A. Whitney, met with the board for the first time.

The next meeting of the board will be held in connection with the convention of the Associated Advertising Clubs of the World at Atlantic City on June 5.

Minneapolis Makes a Circulation Gain of 160% Plus in Less than One Year

ROBERT F. DAVIDSON
EDITOR

Hearst's International
A LIBERAL EDUCATION
40 WEST 40TH STREET, NEW YORK

ROBERT F. DAVIDSON
EDITOR

Mr Robert F Davidson, Bus. Manager,
Hearst's International,
219 West 40th. St.
New York, N.Y.

Chicago, March 31st. 1923.

Dear Mr Davidson:

When in Minneapolis on March 27th. I asked our distributor to pick about twenty newsdealers and give me their Hearst's International orders for May 1922 and April 1923.

Following is the list of dealers he gave me with their orders. This shows what has happened in Minneapolis during the last twelve months.

| | May 1922 order | April-1923 order. |
|-----------------------------------|----------------|-------------------|
| G.W. Kyle & Son. N.W. Depot | 80 | |
| Gateway Refectory | 8 | 100 |
| Engelson News | 10 | 15 |
| Andrews Hotel | 8 | 15 |
| Powers Mercantile Co. | 36 | 70 |
| Dyckman Hotel | 8 | 25 |
| The Dayton Co. | 80 | 25 |
| L.S. Donaldson Co. | 70 | 90 |
| G.M. Riley | 10 | 190 |
| Allen Bros. Drug Co. | 35 | 20 |
| S. J. Heister | 4 | 20 |
| Cerklers Drug Store | 7 | 20 |
| Thompson Phar. | 4 | 20 |
| Kienner Bros. | 4 | 20 |
| F. V. Resnett | 6 | 20 |
| Lowry Hill Drug. | 6 | 15 |
| Dlx Phar. | 6 | 15 |
| Brouse Bros Phar. | 6 | 15 |
| Frank J. Gould & Son. | 20 | 15 |
| Star Cigar Stand. 427-6th Ave. S. | 5 | 20 |
| | 334 | 30 |
| | | 25 |
| | | 25 |

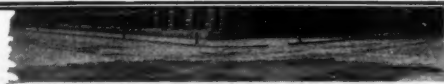
These dealers had an average draw of 17½ copies apiece in May 1922.
The same dealers drew on an average of 46 copies apiece in April 1923.
The sale of Hearst's International increased 160% with the above dealers during the last twelve months.

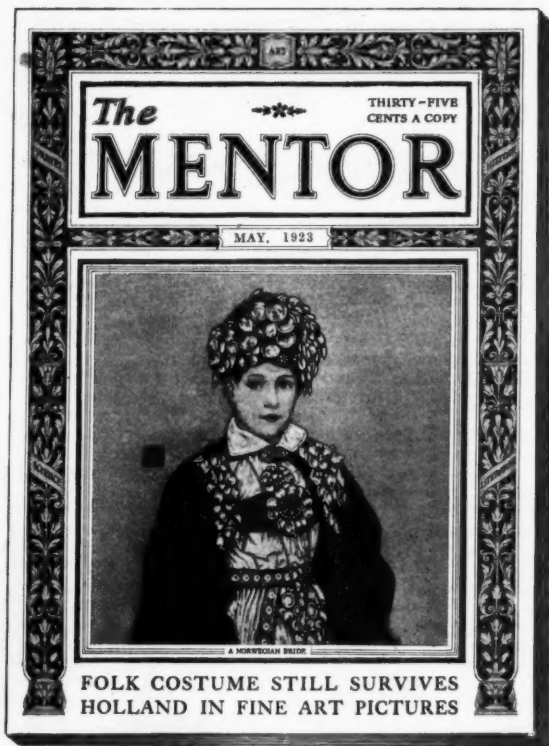
Very truly yours,

R.F. Davidson

Court House
and City Hall
Minneapolis


Hearst's International Magazine
A LIBERAL EDUCATION





In two years The Mentor has grown in circulation from 52,000 to 116,000; and has made for itself a unique place in the quality magazine field.





A Most Amazing Growth

TWO years ago, when The Mentor became a Crowell publication and first was opened to advertisers, its circulation was 52,000. Busy men and women subscribed, at a designedly high price, because The Mentor filled their need for brief, interesting cultural information.

Today the circulation has grown to 116,000, and is still growing rapidly.

In these two years national advertisers have used, very profitably, 359 full pages in The Mentor.

More than 2,000,000 back copies have been bought by Mentor readers in seven years. Half a million of these back copies were ordered, at the full price, in 1922.


This amazing growth in two short years has come simply because The Mentor performs a distinct service. Every month it brings to cultivated people the information they want about art, history, literature and science.

Their warm interest in The Mentor, and its length of life in 116,000 good homes, make it an unusually profitable medium for the advertising of quality merchandise.

The MENTOR

THE CROWELL PUBLISHING COMPANY

381 FOURTH AVENUE
N. Y.



There is an opening in our organization for a

Subscription Sales Manager

who can follow our established policy of selling *Farm and Home* to farmers.

We do not want an ordinary "name getter," "contest man," "sheet writer," or "scheme man."

We pride ourselves on the fact that we have a publication that appeals to practical dirt farmers who subscribe for *Farm and Home* because they need it and find it most helpful and inspiring.

The man we are looking for must be able to maintain our present standard of quality circulation.

address

C. E. BURNS, General Manager

FARM^{AND} HOME

The National Magazine of Rural Life

SPRINGFIELD, MASS.

Promoting Men for Executive Jobs

How Industry Is Building Morale by Filling Important Positions from the Inside

POUGHKEEPSIE, N. Y.

Editor of *PRINTERS' INK*:

PRINTERS' INK's special service has been of assistance to me in the formation of sales policies in a new company which will market a drug specialty. Now an established manufacturer, a friend of mine, is contemplating the selection of several new executives for his organization. He would like, if possible, to move men up from within, instead of going outside for them. If inside men are chosen, how are they picked? Have these questions been discussed in *PRINTERS' INK*?

A. E. DAVIDSON.

THE Endicott-Johnson Shoe Company has a famous one-sentence policy which has proved successful in that large organization. It is, "All good jobs filled from the inside." This statement is displayed prominently in the factory and has been made an integral part of the company's policy.

Thomas E. Wilson, of the company bearing his name, has said, "In selecting men for branch-house positions we seldom if ever go outside our own sales force. Our men know that when there is an opening they will be given the first chance. That knowledge makes for loyalty. Letting our salesmen know we are watching their work will help in their development."

The Procter & Gamble Company is another great organization which operates on the same principle. In a statement some time ago William Cooper Procter, president of the company, pointed out that all but one of the men in places of power in the company had come up from the ranks. He showed that the general superintendent began work as a boy in the box factory at \$2 a week; that the superintendent of the Port Ivory plant came to the company twenty years ago as a \$45 a month bill of lading clerk; that the general sales manager was once a clerk in the treasurer's department, and that two division sales managers started in as office

boys. A condition where men are continually coming up from the ranks to fill positions of trust promotes a spirit of good morale in any company.

Henry L. Doherty, head of 125 subsidiary companies, in an article which appeared in the April issue of *Printers' Ink Monthly*, says that he never goes outside of his organization to find a man, if the man who ordinarily would be in line for the place is within "hollering" distance of the job ahead. He feels that unless curiosity has made the man who is logically in line for promotion eager to find out how he can be of more service to the company, he does not deserve the opportunity which has come to him. But he also says that it is the duty of the management so to stimulate a thirst for knowledge that will make latent talent within the ranks ready for opportunity for advancement when it comes. How to pick a man when a promotion is to be made is a question upon which opinions differ widely. Various qualities are looked for in various types of positions.

The Eastman Kodak Company in a recent announcement to employees offers some valuable suggestions along this line in the following statement:

"There is a promotion to be made, or a new position carrying responsibility is to be created; now who is the man for the job?"

"We never go outside our own organization for a man in such a case—unless the right man cannot be found within it.

"Usually there will be a number of possibilities to be considered, and each candidate will be subjected to an exceedingly close scrutiny as to his qualifications for the job.

"Here are some of the items to be checked: Knowledge of the work to be done, or supervised; the ability to learn and grow with the job; willingness to take orders

as well as to give them; willingness to accept criticism and to turn it to good account; tact and firmness in dealing with other people. Health and general personal habits also will be most carefully weighed.

"It never takes long to sift out and discard the least desirable ones, but sometimes the field will narrow down to two possibilities of practically equal qualifications.

"Now what will be the deciding factor? Wherein would be your strength or weakness in such a case?

"Modern business does not tend toward paternalism; it does not wish to concern itself with your personal affairs nor how you spend your time outside of business hours, nor whether you are thrifty or otherwise.

"But as a deciding factor, what you are and what you do outside of business hours will always, perhaps subconsciously, enter into the considerations of those who have to make the selection.

"Clean business demands clean men. Good business demands men who have shown some signs that they can handle their own affairs to advantage.

"Successful business demands success on the part of those who are to conduct it."

The Boston branch of a large automobile company adopted a definite plan to take the mystery out of promotion. It is based upon a plan used for selecting officers in the army. While the following plan is now applied to foremen, subforemen, inspectors and testers, the idea of carefully analyzing and listing the qualifications required for each position, and then rating the individual with the percentage of his attainment in comparison with the possible, can be applied higher up in the scale. A typical rating scale as used by the army and adapted for industry follows:

RATING SCALE FOR FOREMEN

(1) *Department Ability*

| | | |
|---|---------|----|
| Consider kind and amount of experience; knowledge of, | Highest | 15 |
| resourcefulness in using | High | 12 |
| machines, tools, materials, | Middle | 9 |
| and trade methods. | Low | 6 |
| | Lowest | 3 |

(2) *Ability to Plan and Supervise*

| | | |
|---|---------|----|
| Consider ability to maintain standard quality work; to place help where they can do the best work; to plan ahead so as to have materials, men and tools ready to get out orders on schedule time with minimum production costs, and to keep a steady force. | Highest | 25 |
| | High | 20 |
| | Middle | 15 |
| | Low | 10 |
| | Lowest | 5 |

(3) *Ability to Handle Men*

| | | |
|--|---------|----|
| Consider initiative, decisiveness, resourcefulness, energy, self-control, and ability to deal fairly with his help; to earn their respect, good-will and confidence; to maintain just discipline and a staple working force. | Highest | 15 |
| | High | 12 |
| | Middle | 9 |
| | Low | 6 |
| | Lowest | 3 |

(4) *Ability to Teach*

| | | |
|--|---------|----|
| Consider his ability to explain his work clearly and thoroughly to a beginner, to gain the beginner's confidence and make him interested in the work; his success in developing all-around men, bettering men of lower grades, and increasing generally the knowledge and skill of the help under him. | Highest | 15 |
| | High | 12 |
| | Middle | 9 |
| | Low | 6 |
| | Lowest | 3 |

(5) *General Value to the Company*

| | | |
|--|---------|----|
| Consider his years of service, his loyalty, his ability to understand and carry out the company's policies; orderliness of his department; his readiness and ability to co-operate with other departments and the management in giving new ideas and methods a fair trial. | Highest | 30 |
| | High | 24 |
| | Middle | 18 |
| | Low | 12 |
| | Lowest | 6 |

Promotions are always made on the basis of rating. Each man is graded by three people, eliminating the element of personal prejudice, favorable or unfavorable, conscious or intuitive. Comparisons are not made against some nebulous ideal, but against definite individuals. On the rating scale there are five ratings for each qualification. Let us imagine that the particular quality is "Ability to Plan and Supervise." The grader runs through in his mind the names of a dozen men in similar positions, selects the one he considers the most expert in this respect and writes his name opposite the word "Highest." Opposite "Lowest" he sets down the name of the individual whose attainments in this phase of the work are least. He does the same with middle, high and low. There are now five names of abilities

N. Y.
B.
N. Y.
Q.
Chic.
Det.
Phil.
Bost.
Balt.
Cinc.
Indi.
Atl.
New.
Kan.
Rich.

*Sept.

MEN
A. I.

A Remarkable Achievement

In the Good-Will Election held by the
**AMERICAN COMMITTEE FOR
 DEVASTATED FRANCE**

in connection with daily
 newspapers in many cities

THE NEW YORK GLOBE

scored far ahead of any newspaper in the
 country and won the honor of sending 98
 delegates for the trip through devastated
 France

| | Population | Newspaper | *Circulation | No. of Votes | Fund Raised | Dele- gates |
|---|------------|-------------|--------------|-----------------|----------------|----------------|
| N. Y. City (Manhattan, Bronx and Richmond) | 2,597,786 | Globe | 166,237 | 6,036,122 | \$603,612 | 98 |
| N. Y. City (Kings and Queens) - - - - - | 2,022,262 | Eagle | 59,705 | 900,400 | 90,040 | 14 |
| Chicago - - - - - | 2,701,705 | News | 371,078 | 700,000 | 70,000 | 10 |
| Detroit - - - - - | 993,739 | News | 248,167 | 1,150,310 | 150,310 | 29 |
| Philadelphia - - - - - | 1,823,779 | Bulletin | 485,145 | 550,000 | 55,000 | 8 |
| Boston - - - - - | 748,060 | Herald | 232,637 | 934,545 | 93,454 | 14 |
| Baltimore - - - - - | 733,826 | News | 172,563 | 480,000 | 48,000 | 7 |
| Cincinnati - - - - - | 401,247 | Enquirer | 72,270 | 720,073 | 72,007 | 11 |
| Indianapolis - - - - - | 314,194 | News | 113,651 | 655,254 | 65,525 | 10 |
| Atlanta - - - - - | 235,704 | Journal | 61,850 | 332,548 | 33,254 | 4 |
| New Orleans - - - - - | 339,075 | Item | 65,168 | 129,120 | 12,912 | 1 |
| Kansas City - - - - - | 447,747 | Journal | 155,463 | 107,817 | 10,781 | 1 |
| Richmond - - - - - | 171,667 | News Leader | 47,159 | 240,000 | 24,000 | 3 |

*Sept. 30, 1922—A. B. C. Figures

Definite, convincing official proof of the
 kind that is important to space buyers,
 indicating the pulling power of

THE NEW YORK GLOBE

MEMBER
 A. B. C.

JASON ROGERS, *Publisher*

MEMBER
 A. B. C.

running from highest to lowest on his chart. These names represent extreme cases—the best and the poorest the grader has ever known. The name of the middle is that of an average foreman.

The grader then compares his estimate of the foreman being graded with these definite individuals. Thus he estimates that Henry Peters, who is being graded, is equal in planning and supervising ability to the man whose name he finds written opposite "High" on the schedule. The man to be selected therefore receives a grading of 20 in "Planning and Supervising Ability."

By this method results are certain to be comparatively true. Men in this particular plant are free to inspect their ratings at any time and discuss them with their superiors. Executives are thus enabled to point possible roads of development. The virtue of this sort of rating is in permitting the matter to be discussed in detail rather than in mere generalities, and in giving a man a chance to develop a quality as he would a muscle.

The inside plan of making promotions is a good morale builder if the management is enabled to point out to the individual his chance to get ahead and to make his opportunity plain to him instead of mysterious. Any plan which removes the word discouragement from the vocabulary of men who are earnestly trying to get ahead is a better policy than going outside for every promotion.

Nothing is more discouraging to a man than to see outsiders being brought in continually and promoted over the heads of tried and tested workers.

Nothing encourages a man more than to know the management is watching him and is as eager to see him develop as he is himself. —[Ed. PRINTERS' INK.]

L. E. Franseen Made Officer of New Orleans Agency

Leonard E. Franseen, an account executive with Bauerlein, Incorporated, New Orleans advertising agency, has been made a vice-president of the company.

The Original Telephone Advertisement Comes to Light

The first telephone advertisement has been brought to light it is claimed. Published in New Haven, Conn., newspapers during July, 1877, the copy sets forth the terms of leasing instruments, rather than selling service, as follows:

"The proprietors keep the instrument in repair without charges, and the user has no expense except the maintenance of the line. It needs only a wire between two stations, though ten or twenty miles apart, with a telephone at each end," and adds that "the outside of the telephone is of mahogany, finely polished, and an ornament to any room or office."

The sole response to the advertisement, from a Rev. John E. Todd, resulted in an agreement to pay eighteen dollars a year for a telephone. Mr. Todd was probably the first subscriber in the world to a commercial exchange. Current statistics show 16,000,000 telephones in service in the United States alone, an average of one to every eight persons.

Family of Motor Accessories under One Name

The Marquette Manufacturing Company, Inc., St. Paul, Minn., automotive specialties, recently was granted the trade-marked name of "Marquette" which it is using as a mark of identity on all its advertising. The company, according to H. J. Lanz, advertising manager, is prominently displaying the new mark on all its business-paper copy and in its direct-mail advertising.

Among the products which are now being advertised are the Marquette luggage carrier and the Marquette fender brace.

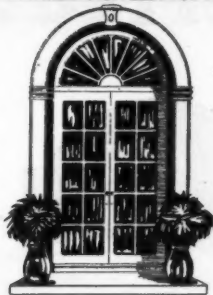
Kling-Gibson Agency Has Two New Accounts

The Arkansas Oak Flooring Company, Pine Bluff, Ark., has placed its advertising account with the Kling-Gibson Company, Chicago advertising agency. Home building, architectural and trade papers will be used for this account. The Kling-Gibson Company is also handling the advertising of the Wizard Products Company, Chicago manufacturer of mops, brushes and polish. Newspapers and magazine advertising is planned for this account.

P. P. Martin with Automobile School

Paul P. Martin, previously with Detroit office of The Green, Fulton, Cunningham Company, advertising agency, is now with the Michigan State Automobile School, also of Detroit, as assistant advertising manager. He was at one time with the Burroughs Adding Machine Company, Detroit, on the staff of *Business Magazine* and *Burroughs Clearing House*.

CAFÉ DE LUXE



SELL YOUR FOODSTUFFS IN- NEW ORLEANS

NEW ORLEANS is a city of good eating—a city whose epicurean standards and excellent cuisine in its homes and famous restaurants has brought forth encomiums from connoisseurs the world over. It is a city second to none in the perfection of culinary art, where the sense of good eating responds graciously to the savourous taste of food that is good.

For the first three months of 1923, the three New Orleans newspapers published 399,948 lines of foodstuff advertising. Of this total The Times-Picayune published 187,032 lines—a lead of 47,825 lines over the second newspaper.

The Times-Picayune's weekly market basket page, published every Saturday morning, is an indispensable aid to New Orleans housewives.

SELL NEW ORLEANS THROUGH The Times-Picayune

FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES:

CONE, HUNTON & WOODMAN

New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta

Western Representatives:

R. J. BIDWELL COMPANY, Los Angeles and San Francisco

Preferred.....by S



The Shredded Wheat Company, another great food products organization, launched its 1923 Chicago advertising drive in January using the morning papers *exclusively*.

Chicago Herald

*Sunday net paid circulation
for March . . . 1,041,745*

by Shredded Wheat

TO date the Herald and Examiner has carried 14,560 lines of Shredded Wheat advertising or 50% of the total lineage placed

.... Another worth-while campaign in which the Herald and Examiner is proud to be playing an active part.

and Examiner



NEW YORK: 1819 Broadway

SAN FRANCISCO: Monadnock Bldg.

Three Months Ahead of Our Schedule

In the April 5th issue of Printers' Ink we estimated the requirements of the July, August and September, 1923, issues as follows:

| | |
|-----------|---------|
| July | 670,000 |
| August | 680,000 |
| September | 700,000 |

In arriving at the print order for the July issue, we find that the actual dealer and subscription requirements total

700,000 Copies

which is the number of copies we will distribute.

Inasmuch as this is the quota we had set for September, we are actually three months ahead of our schedule.

True Story

MAGAZINE

"AMERICA'S FASTEST GROWING MAGAZINE"

Chicago

Macfadden Building
1926 Broadway
New York, N. Y.

Boston

Co-operative Advertising to Take Mystery Out of Banking

Memphis Financial Institutions Use Full Pages in Newspapers

By E. B. Weiss

BANKING has always been a mysterious business to the average individual. A bank's functions; its relation to community affairs; what may be expected from the men back of the marble pillars or the wire-enclosed cages; these and the dozens of other activities of the money depository and lending institutions are not common knowledge.

Within recent years this ignorance has been removed to some extent in the larger cities by consistent explanatory advertising. Individually, the banks in the larger centres of population have taken liberal space for the purpose of dispelling the shroud of mystery which has prevented them from operating with maximum efficiency.

The problem is the same as that which troubled most of the larger corporations prior to the use of advertising as an educational force. In fact, many of these organizations are still misunderstood by the public because they have not broken their advertising silence.

These companies, together with those banks that have yet to realize that they are public servants and therefore not entitled to remain behind a veil of secrecy, may well borrow a page from the experience book of a group of Memphis financial institutions.

Last October twelve Memphis banks decided that the lack of information concerning the business of banking constituted a drag on their future development. They also decided that the quickest and most efficient method of clearing up whatever misunderstanding existed, was advertising.

Accordingly, twelve full newspaper pages were contracted for. The keynote was struck in the first piece of copy. This was

headed: "The Banker—the community's trustee." It continued with the following lucid explanation:

"The average man or woman is inclined to look on banks and the business of banking as something mysterious and wholly beyond their ken, but fundamentally, the business of banking is no different from any other business. Banks depend for success on popularity—the good-will and patronage of their community, just as much as the corner grocer relies on the good-will of his neighborhood.

TRACING THE GROWTH OF BANKING

"Banking as we know it today is a combination of ideas relating to the custodianship of money, and the lending of the same, evolved from centuries of experience, and yet the fundamental idea of a community trustee is there as clear and strong today as it was during the days of the Roman Empire and Middle Ages, for banks are as old as civilization.

"Banks begin simply and develop with the needs of the community. Take for instance the first days of the early settlements. There would be some leader who enjoyed the respect and confidence of everyone—very often the general storekeeper—who would keep funds in trust for the settlers.

"As the community grew and prospered, this work would become heavy and burdensome and the need for a regular money institution and reservoir of credit would be pressing. So a little bank would be formed, sponsored by the leading men, who would choose the most capable and trustworthy man or men to run it. Those who desired to have a safe place for their money would patronize the institution, which would

pay its expenses out of the revenue derived from the use of funds entrusted to it, keeping always, of course, a safe margin to care for day to day needs of depositors. The money would be loaned to men and projects in the community, the depositor, the bank, and the borrower, each helping one another.

"There is your bank today, whether it be in a tiny settlement at a cross-roads under one-man power, or the mighty financial institutions to be found in the cities. Growth might bring changes in details and appearances, but get down to the root of things, and the simple idea of a common depository, growing with, and helping the community to grow, remains the same."

Set off in a box appeared this additional explanatory note:

"You and Your Bank.

"No. 1 of a series of talks from the undersigned banks, designed to take the 'Mystery Out of Banking' and to make you realize that we are striving to build our business on your friendship, whether or not you are now a bank depositor.

"Understanding must precede friendship, hence we want you to understand our true relation to the community, and the motives under which we operate."

Each advertisement contained the slogan: "Stick to this rule: Save a part of every dollar you earn." In the lower right-hand corner a fifteen- or twenty-word statement on thrift by some nationally known individual was printed. Among those quoted were J. P. Morgan, Henry Ford, Robert E. Lee, John D. Rockefeller, E. H. Harriman, Theodore Roosevelt, etc. The twelve contributing banks were listed alphabetically at the bottom.

The full-page insertions were run once a week. The second piece of copy advised: "Before You Invest—Investigate Through Your Banker." Among other things this advertisement informed:

"The undersigned banks are interested in seeing the funds of

this community grow by aiding the community in legitimate enterprises, while at the same time, returning the investor a sensible rate of income grounded on safety.

"As a service to our depositors, we are only too glad to give counsel on any investments contemplated. Through our intimate knowledge of men and affairs and our connections throughout the United States, we are able to give you close and dependable information on business and investment propositions."

SUBJECTS THAT THE OTHER ADVERTISEMENTS DISCUSS

Advertisement number three emphasized the dangers of keeping one's savings at home. "Thieves know where to look for hidden money," it announced. The fourth piece of copy asked: "Why the Clearing House?" and then proceeded to answer the question in simple, everyday language. Number five told why banks solicit small savings accounts. The sixth advertisement took up the necessity of making exchange charges on checks payable out of town.

How to correct misunderstandings with employees is the subject matter of number seven. How a bank account furnishes the depositor with a point of ready reference is treated in the eighth advertisement.

Number nine is one of the most interesting in the series. By illustrations and text it answers the headline question: "Do You Know How to Bank?" With consummate tact number ten tells why overdrafts cannot be honored. The eleventh in the series asks and replies to the queries: "Are bankers cold-blooded? If so, why?"

Number twelve, the final advertisement, was headed: "Think of your banker as a friendly advisor." It concluded with: "This is the last of a series of twelve articles published by the undersigned banks for the purpose of taking the 'mystery out of banking' and to make you realize that we are striving to build our business on

Mud huts and temples

THERE was once a man who had seen the Parthenon and he wished to build his god a temple like it. But he was not a skillful man and try as he would he could only produce a mud hut, and he sat down and wept because he could not build a temple for his god. But one who passed by said to him, "There are two worse plights than yours. One is to have no god; the other is to build a mud hut and mistake it for the Parthenon."

THERE are selling minds that just cannot seem to adjust themselves to the fact that the greatest selling help a dealer can have is consumer demand.

They look upon the retailer as the destination for their goods whereas he is merely the route.

They insist that a campaign be "merchandised" to the trade, which is sound reasoning.

But they also insist that it be built according to dealer specifications, which is ridiculous.

A campaign prepared according to a "please-the-dealer" recipe may stock goods but it almost never moves them out.

The campaign that can be trusted to do its work is the one that ignores the dealer in its appeal and makes amends for its seeming rudeness by swamping him with business.

CALKINS & HOLDEN, INC.
250 FIFTH AVENUE, NEW YORK CITY

your friendship. We have undertaken this publicity campaign at considerable expense and without hope of direct monetary returns. If we have shed information and understanding where there was need for it, if we have made you see us as we see ourselves, public servants who conserve and protect the earnings and wealth of the community, who are interested in helping every one to prosper, then we shall count the effort of this campaign well spent and profitably so."

The Reasons behind the Standard Invoice Form

FOR several years now, the standardization committee of the National Association of Purchasing Agents has been conducting an investigation into the forms of invoices used in various industries, keeping in mind the fact that the size and arrangement of invoice forms has a direct bearing on many accounting problems. National adoption of a standard size invoice form would facilitate filing and alleviate much of the present confusion.

A summary of the progress of the movement in a recent issue of the "McGraw-Hill Industrial Letter" states that a standard form has been adopted and also gives the following reasons for the adoption of that size.

"One factor influencing the selection of size was that the American Bankers Association some years ago adopted 3½ inches by 8½ inches as a standard check size. From that developed a standard voucher size of 8½ inches by 7 inches, and because so many concerns file copies of vouchers with copies of invoices, 8½ inches by 7 inches was finally settled upon as the controlling standard for invoices.

"In order to accommodate invoices of larger size, it was decided to have one dimension remain 8½ inches in all cases, but that the other dimension might

vary between 7 and 14 inches, the idea being that anything over 7 inches would be folded back on the 7-inch line, thus providing a sheet 8½ inches by 7 inches for filing purposes. To accommodate the printers and lithographers a tolerance of one-eighth of an inch in either dimension was provided so that invoices when padded could be trimmed.

"It is recommended that where invoices are longer than 7 inches, dots or short rules be placed on the sides at the distance of 7 inches from the top to indicate to the filing clerk the proper point for folding for filing purposes. It is also recommended that invoices be cut from 17 by 22 or 17 by 28 paper stock."

R. E. Sturhahn Joins Ralston-Purina Company

Roland E. Sturhahn, until recently with the publicity department of the St. Louis *Globe-Democrat*, is now with the promotion department of the Ralston-Purina Company, St. Louis, manufacturer of breakfast food cereals and livestock feeds.

Joins Whitman Advertisers' Service, Inc.

Wallace B. Force has joined the Whitman Advertisers' Service, Inc., New York, as production manager. Mr. Force was formerly with the American Lithographic Company, also of that city.

Farm Paper Campaign for American Wood Pipe Co.

The American Wood Pipe Company, Tacoma, Wash., is making a special campaign on its product in Northwestern farm papers. The account has been placed with the Strang & Prosser Advertising Agency, Seattle, Wash.

New Advertising Business at Jamaica, N. Y.

S. M. Hall, formerly with the Brooklyn *Daily Eagle* and the Yonkers, N. Y. *Statesman*, has started an advertising business at Jamaica, N. Y., under the name of the Jamaica Advertising Agency.

Sales Managers' Committee Appoints C. H. Rohrbach

C. H. Rohrbach, secretary of the New York Sales Managers' Club, has been appointed executive secretary of the committee in charge of organizing the National Association of Sales Managers.



*From the New York apartment of Mrs. Geoffrey H. Bonnell,
a House & Garden reader*

H & G

On Their Dressing Tables

Women whose living standards are reflected by the beautiful homes shown in House & Garden have generous quantities of creams and perfumes on their dressing tables—place great jars of powders and bath salts in their different bath rooms—keep lavish supplies on hand for their numerous guests.

What is so obviously true of toilet articles and hygienic preparations is true of all merchandise. House & Garden's well-to-do households buy in larger quantities than the average family. And in better qualities. Moreover, they influence others by their choice.

House & Garden

One of the CONDÉ NAST *Group*

The Largest Farm Paper

Cin

*Farmers' Institute Lecturers
Read The Farm Journal*



J. E. Eastgate

Mr. Eastgate of Larimore, North Dakota, has been a Farmers' Institute Lecturer in his own state for nine years, and in Minnesota for five years. He is also a State Senator, and—as should be—a member of the Senate Committee on Agriculture.

It Pays and Proves It Pays Bel

Circulation over 1,150,000

J. E. EASTGATE "is one of the best farmers in Grand Forks County, and I might say in the state," says County Agent D. B. Morris, who adds that "at the present time he has 600 acres and rents another quarter." Mr. Eastgate's "Willobank Farm" is valued at \$45,000, his livestock at \$6,000, and his implements at \$2,000. "He has approximately sixty head of pure-bred Angus cattle, a large flock of pure-bred Oxford sheep, pure-bred Duroc Jersey hogs, and Percheron horses," and, continues County Agent Morris, "I consider Mr. Eastgate's farm one of the best balanced farms in the State of North Dakota."

Mr. Eastgate, through crop rotation and feeding livestock, has added fertility and humus to his soil and dollars to his wealth. By setting an example in profitable farm practice, he has become a leader in his state. In fact, for eleven years one of the state demonstration farms has been located on "Willobank Farm."

It is the tremendous number of Eastgates who subscribe to *The Farm Journal* that makes it not only *The Largest Farm Paper*, but the *greatest*.

When Mr. Eastgate said of *The Farm Journal*, "I like the *style* and *pep*," he was speaking for thousands of the best farmers in America.



vs Believed In for 46 Years

true-talk

about SEATTLE and
her newspapers

4

Where the
Money Is!

OF the 148,067 who filed 1920 income tax returns in Washington, 90% had incomes of \$4,000 and less; 80% of \$3,000 and less. The first group had total incomes of \$274,315,500—73% of the entire earning power of the State.

Just think what this means! It means that in Seattle, which, with her trading zone, comprises one-third of the State's population, the vast majority of the earning power, and thus the purchasing power, is in the hands of people of small incomes. Further, it proves to manufacturers that sales volume in Seattle must be sought through Seattle citizens of average means.

For this purpose, therefore, the Seattle Star is the *one best buy*—because it has both the largest and widest coverage of the city and its trading zone.

GILMAN, NICOLL & RUTHMAN

Representatives

New York Boston Chicago San Francisco

The Seattle Star

The
Quality and Quantity
Paper of Seattle!

Press First Charge of Violation of "Printers' Ink" Model Statute in New York

New York Better Business Bureau Makes Its First Complaint in Magistrate's Court, Alleging Violation of Law
against Fraudulent Advertising

THE Better Business Bureau of New York has brought its first charge of violation of the PRINTERS' INK Model Statute in New York into court.

The Model Statute, now the law in twenty-two States, became a law of New York State in April, 1921. It was first set forth by PRINTERS' INK in 1911 as a measure to be enacted by individual States to protect readers of advertising against false and misleading statements. PRINTERS' INK sought to prevent the use of advertising by dishonest patent medicine manufacturers, investment houses, etc. It saw in the Model Statute a way to prevent speculators from sweeping away the savings of day laborers, mortormen, school teachers and others who, like them, work a lifetime to gather a few thousand dollars, and who, during that lifetime, in no way have an opportunity to distinguish between good and bad in investments. It believed, too, that it would prevent makers of, say, a fake tuberculosis cure from foisting that product, with the aid of advertising, upon some gullible person in the incipient stages of tuberculosis, thus preventing perhaps, a real cure.

From the outset, however, PRINTERS' INK said that it was necessary that there be an organization that would watch out for infractions of the law; collect evidence, and see that cases in violation of it were pressed. The National Vigilance Committee of the Associated Advertising Clubs of the World, and its affiliated Better Business Bureaus, came into being to do that work.

A Better Business Bureau was established in New York City only ten months ago, under the direction of H. J. Kenner, former head

of the National Vigilance Committee. It started on its work in earnest last July, operating against radio frauds, "blind pools," "re-loading" schemes, fake promoters and numerous fly-by-night brokers.

Now, after nearly fifteen years, in the very city in which the law was first suggested, a complaint of violation of the law is brought into court by part of the machinery that is vital to the upholding of the law.

NEW YORK BETTER BUSINESS BUREAU MAKES COMPLAINT

On the complaint of the New York Better Business Bureau, alleging violation of the PRINTERS' INK Model Statute, the people of the State of New York have instituted action against Alfred L. Howell and Calvin T. Graves, who are selling lots in the vicinity of Muscle Shoals, Ala., from offices at 350 Madison Avenue, and in a store at 1587 Broadway, New York. Joab H. Banton, district attorney of New York County, has assigned Richard H. Gibbs, assistant district attorney, to present the case for the people. There have already been four hearings, and a final hearing will be held on May 7, before Magistrate Simpson, in the Municipal Court of New York.

The Better Business Bureau alleges, in a bulletin that it has prepared, that by the unauthorized use of the names and intimate pictures of President Harding, Henry Ford and Thomas A. Edison in their literature; by the display of an altered map and by a high-pressure sales campaign in which licensed salesmen have made unwarranted statements, Howell and Graves are selling eighty acres of sub-divided farm, swamp and woodland in Colbert

Impressions

A JOURNAL FOR PRINTERS AND ADVERTISERS

VOL. I

MAY, 1923

NO. 1



The Employee Who Ought to Be Fired

OVER-EQUIPMENT, aided and abetted by high wages, low production and by ever-increasing overhead, is partly responsible for present high costs of printing.

Consider the production figures of the Richmond Typographer, for example, for December 1921:

| | |
|-----------------------|----------------|
| Medium Sized Cylinder | 74% Productive |
| Small Jobber | 40% " |
| Pony | 15% " |
| Coke's | 17% " |

Average 50% "

Or, consider the average of Columbus, Ohio, for the year 1921:

| | |
|-----------------------|----------------|
| Medium Sized Cylinder | 55% Productive |
| Small Jobber | 40% " |
| Pony | 15% " |
| Coke's | 30% " |

Average 40% "

The average production for Richmond on all presses was 50%—for Columbus, 40%. The coke's presses in Richmond were 65% unproductive, and in Columbus, 70%. In 1921, the small job presses in Columbus were 60% unproductive.

Some conclusions are self-evident. Lower costs depend upon uninterrupted production that will fill up these idle presses.

A bigger demand must be created for good printing adapted to the press. Getting orders for blotter printing will reduce costs in thousands of printing plants.

The employee who ought to be fired is **THE IDLE PRESS**. Fire it by getting jobs it can do. Write for our Booklet, "Half-Empty Envelopes." It tells how to make the press more productive.

It describes six helps which we furnish, for increasing your business on blotters.



Half-Empty Envelopes Are Waste

Royal Worcester

The first issue of "IMPRESSIONS" is printed on Royal Worcester, the perfect blotting for color process printing or lithographic work—reproduces the finest screen half-tones. A highly absorbent blotting, coated on one side with Camis white coating. It insures the advertising side being always apparent.

Made in white and 6 tints of coloring on assorted colors of blotting. Also made with white effect coating on cherry stock for offset work. Stock size: 19x14—100, 120, 140, 160 lbs.

Why Blotters

AFTER all, mental impressions are what the advertiser wants; printing impressions what he has to pay for.

The more mental impressions he can secure from each printing impression, the greater the value of the medium.

A message upon blotting gives more mental impressions than if printed upon any other kind of paper.

Blotters, being 50% advertising and 50% utility, are considered as merchandise. They are kept and worn many times where other forms of printed matter are, at best, seen and read but once.

They are before the housewife when she writes out her shopping list. They are at the farmer's elbow when he orders goods from the city. They are on the desk of the hair-tranger executive when all other mail matter is consigned to oblivion. No other kind of paper possesses in itself this inherent advantage. They give

"More Mental Impressions from each printing impression"

Any printer who would like to turn out 16 house organs each month, should write at once for our 16 House Organ Blotters, and learn how to return, without cost, the necessary electric.

Copy Suggestions for May

Annual spring morning, Queen of the May, Memorial Day, getting ice for refrigerator, record of farnage for the winter, birds come, insects buzz, new screens for the house, spring flowers, spring fever.

Published Monthly by

BLAKE, MOFFITT & TOWNE, SAN FRANCISCO, CALIF.

Distributors of

Standard Blottings

Traveling in "Half-Empty" Envelopes It Reaches 200,000 Printers and Buyers of Printing

ON May 1st "Impressions" was born with 200,000 circulation among printers and buyers of advertising. It has no space for sale. It pays no postage, for it travels in what were once "half-empty" envelopes.

Any manufacturer who would like to reach his trade monthly at little cost may find our method of value:

Beginning May 1st, the 78 distributors of Standard Blottings will send out to each printer and advertiser on their mailing list a copy of this little house organ printed upon Standard Blottings.

Some jobbers use 500 copies and some 10,000, but, "traveling free," this little house organ attained in its first issue a circulation of 200,000.

Each month new facts about blotter advertising and blotter printing will find their way into its two-columned page.

If any reader of Printers' Ink fails to receive it regularly, please complain.

REGISTERED **Standard** TRADE MARK
Blottings

*"More Mental Impressions from
each printing impression"*

STANDARD PAPER MANUFACTURING CO.
RICHMOND, VIRGINIA

Sold by Leading Paper Jobbers in U. S. and Canada

P. S.—Perhaps a house organ blotter may solve some of your sales promotion problems.



NEW HOME The New York Times

The new building as it will appear when completed, with a frontage of 243 feet on West 43rd Street

A FOURTEEN-STORY addition to The Times Annex, to be completed next Autumn, will double the present capacity and provide The New York Times with one of the largest and best-equipped newspaper plants in the world, covering a floor area of 317,800 square feet.

Presses—64 units, to run as 20 sextuples, or 16 octuples, with a capacity of 600,000 24-page papers, or 480,000 32-page papers per hour.

Typesetting machines—79.

Composing room area—22,639 square feet.

Stereotyping equipment—4 double junior autoplates.

Rotogravure equipment—10 1-roll presses (to be located in another building now under construction at 12th Avenue and 44th Street).

County, Ala., at an asking price of \$642,605.

"They paid for the parcel," the bureau says in its bulletin, "unimproved March 3, 1923, in so far as streets, sidewalks, sewers, gas, electricity and upkeep are concerned, \$24,000, the owners taking back a mortgage of \$18,000. They then split the plot into 730 lots. If the asking price is realized the gross profit to Howell & Graves will be about 10,000 per cent on a cash investment of \$6,000."

THE BUREAU REPORTS RESULTS OF ITS INVESTIGATION

Concerning an investigation that it has made, the bureau says: "Investigation by this bureau, here, at the property, and elsewhere, shows that the development, lying one and a half miles east of the town of Sheffield, Ala., and called Muscle Shoals Center No. 2, is immediately south of the United States Government Nitrate Plant No. 2, which was abandoned at the close of the war, after an operating period of twenty-eight days.

"The inquiry further shows that the 'Center' is surrounded by large acreages of other unimproved tracts, 2,641 acres of which are held by promoters awaiting a propitious time to unload.

"The investigation still further establishes that Center No. 2, with its fields, its swamp, and its second-growth woods, was put on the market *after* Henry Ford offered to take a one hundred-year lease of the Government property for \$5,000,000, 'build a city seventy-five miles long' and 'set a million men at work,' some of them collecting nitrate out of the air for the use of American farmers.

"The Ford offer and the Ford name are the propelling forces back of this selling campaign.

"The fact that the Ford offer has not been accepted and that it may be refused by House and Senate when Congress finally passes on the matter—possibly a year hence—has not apparently seriously hampered the sale of Howell & Graves' lots, for an accredited representative of the firm

claims that all but one of the \$642,605 worth of lots have been sold. The firm has begun to offer lots on Center No. 1, an unimproved tract a mile due south."

In treating of the advertising claims of Howell & Graves, the bureau says:

"Muscle Shoals is described in display type on Howell & Graves' selling literature as: 'America's New Industrial City'—'A Second Chicago'—'The Investment of the Age' and 'The Wonder City of the World.'

"The late Andrew Carnegie is quoted as saying: 'If you stand near a good thing, jump well into it. Fear to act has kept untold millions from making fortunes!'

"Under a full-page head reading 'Muscle Shoals,' Mr. Ford is alleged to have declared: 'It will open the eyes of the world.'

"And—Mr. Edison to have prophesied: 'Possibilities so great I cannot tell you.'

"The prospective investor is told that the Wilson Dam, now being constructed across the Tennessee River, with other Government water power, 'Will supply 1,000,000 horsepower.'

"That Mr. Ford 'is the world's foremost manufacturer and industrial genius.'

"That—The investor for the first time has an opportunity to associate himself with him when he 'opens the eyes of the world.'

"That 'No other place in the world today offers to the man and woman of ordinary means so great an opportunity to make a start toward financial independence',—and

"That 'This is your one big chance of a lifetime to get right.'

"He is warned: That 'Fear—Fear—Fear keeps men down,' and

"That the losers of such an opportunity as this are those who are 'afraid to take a step on their own initiative.'"

In concluding its presentation in its bulletin, special attention is called by the bureau to these facts:

"Resolutions have been passed recently by the Rotary Club of Sheffield, Ala., and by the Tennes-

see River Improvement Association, strongly warning investors to investigate on the property before buying lots in the Muscle Shoals district.

"The Governor of Alabama, William W. Brandon, has written a letter to the public, through the Better Business Bureau of New York City, advising extreme caution on the part of buyers of lots in the Muscle Shoals area and deploring some of the practices followed in selling farm land there at city lot prices."

Cheney Urges Maintenance of Resale Prices

In an address before the New York Advertising Club on April 25, Charles Cheney, treasurer of Cheney Brothers, silks, made a plea for the maintenance of resale prices.

Mr. Cheney set forth as his belief that price maintenance, instead of being a weapon against the consumer, is a protection both for the consumer and the legitimate business.

"Monopolies have used price-cutting as their weapon to smash competition first and then gouge the consumer," he said. "Price cutting is the weapon of the strong against the weak. Furthermore, the consumer often is cheated by advertised cut-price sales, which bring him to a store to get one thing only to find something else foisted on him. There has been a lot of this in retail silk selling, in which an established name is advertised in connection with such a sale, for the purpose of selling a little of the advertised goods and pawning off a lot of other stuff.

"People are being victimized by this abuse. It is the law of the jungle operating in the world of business, and the newspapers could do a great good by educating the people to protect themselves against being victimized by it."

New Western Paper for Car Owners

The Auto Weekly, a new paper devoted to Pacific Coast car owners' interests, has been established at Tacoma, Wash. D. Y. Ovitt, formerly editor of the Tacoma *Sunday Ledger*, is general manager, and Mitchell Sutherland, formerly automobile editor of the Tacoma *Ledger*, is advertising manager.

Underwear Account for Smith & Ferris

The West Coast Knitting Mills, Los Angeles, is making a campaign on "Annette" underwear in Pacific Coast newspapers. The account is being directed by the advertising agency of Smith & Ferris, of that city.

California Newspaper Advertising Managers Form Association

THE advertising managers of the newspapers of Northern California recently met in convention at Merced, Cal., and formed the Advertising Managers' Association. A declaration of principles was adopted as a guide toward upholding the ethics of newspaper advertising.

Among those who spoke at the convention were: K. L. Hamman, director of the California Advertising-Service Association and president of the affiliated advertising agencies of K. L. Hamman, Oakland, and the Johnston-Ayres Company, San Francisco, who spoke on "What the Agency and Advertiser Expect from a Newspaper in the Way of Merchandising Co-operation"; Ross Draper, San Francisco manager of the Mergenthaler Linotype Company, "Typography in Advertising," and M. C. Mogensen, of M. C. Mogensen & Company, Inc., Pacific Coast publishers' representatives, whose subject was "Selling California Newspapers to the National Advertiser."

L. L. Putnam, advertising manager of the Santa Rosa *Republican*, who sponsored the association, was elected president. The other officers are: Thomas J. Church, Modesto *Herald*, first vice-president; H. R. Judah, Jr., Santa Cruz *News*, second vice-president; A. W. Gluckman, Marysville *Democrat*, third vice-president; C. I. Miller, Corona *Independent*, fourth vice-president, and J. W. Long, Richmond *Independent*, secretary-treasurer.

The following are members of the board of directors: Donald S. Mains, Tulare *Register*; Cyril Garrett, San Bernardino *Sun*; Paul Foster, Merced *Sun*; F. D. McPherson, Santa Cruz *Sentinel*, and J. C. Allison, Marysville *Appeal*.

Jerome P. Weiss has been appointed sales manager of the Wildroot Company, Inc., Buffalo, N. Y., manufacturer of Wildroot products.



Washington (D.C.) will be host to nearly half a million strangers during the first week of June.

They are coming from everywhere to attend the Mystic Shrine Convention.

They will read the Star while they are here—and send copies of it to the folks back home. Good opportunity to put your message before them.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

— and who doesn't love

The Middle West Sells with THE NEW MULTIGRAPH



Here's Selling! A recent mailing of fifty Multigraphs and letters sold five (5) Ford cars for Post & Thomas, Chevrolet Dealers.

Here's Sales Power! Last year was far and away the biggest in the history of the Upper Mississippi valley. Being one of our best customers, we had a large order for Multigraphs. We had to get them in as fast as we could. We had to get them in as fast as we could. We had to get them in as fast as we could.

Here's Economy! Cost figures on one of the Multigraphs of The General Electric Company, Pittsburgh, Pa., show a clear picture of how much money is saved by using Multigraphs. This machine is built for long service and no moving parts. It is simple to use and easy to maintain. It is a real money saver.

Here's Adaptability! "We are constantly finding new uses for our Multigraphs," writes the Midwestern Transport Company, Hamilton, West Virginia. "It is used for work that other machines can't do. It is used for work that other machines can't do. It is used for work that other machines can't do."

And so the stories of the Multigraph flow in. One manufacturer's cost system shows a clear saving in the Multigraph department of 20%. Another manufacturer's cost system shows a clear saving in the Multigraph department of 20%. Another manufacturer's cost system shows a clear saving in the Multigraph department of 20%.

Saving and Selling for manufacturers, who desire real results, look to Multigraphs. The above experiences—all from the Middle West—and recorded in our latest book, "Multigraphs—What are they for a day?" There is a complete letter and order blank for it.

\$30.00 DOWN Balance on Easy Terms

The American Multigraph Sales Co.
1000 North Dearborn, Chicago, Ill.
We will give you a complete letter and order blank for it. We will give you a complete letter and order blank for it. We will give you a complete letter and order blank for it.






Fuller & Smith

150 cycles

Member of
National

How the advertising of **MULTIGRAPH**

Proofs of the case, by actual instances from many sources, make this specialized selling copy a real force in the strong selling organization of The Multigraph.

The other clients of Fuller & Smith are:

The Allyne-Zerk Company,
*Direct contact lubrication for auto-
motive vehicles.*

American Chamber of Economics, Inc.,
*A consultation and educational serv-
ice for executives.*

Atlantic Stamping Company,
Household utensils.

The Austin Company,
*Standard and special factory
buildings.*

The Cleveland and Buffalo Transit
Company,
Great Lakes steamship lines.

The Cleveland Provision Company,
"Wiltshire" meat products.

Detroit Steel Products Company,
*"Fenestra" windows and Detroit
Springs.*

The Fox Furnace Company,
"Sunbeam" Warm-Air Heating.

Gainaday Electric Company,
Electric household appliances.

The Glidden Company,
*Paints and varnishes, including
"Jap-a-lac" and "Ripolin".*

The Gypsolite Company,
"Gypsolite" wallboard.

Ivanhoe-Regent Works
of General Electric Company,
*"Ivanhoe" metal reflectors and
illuminating glassware.*

The Jeffrey Manufacturing Company,
*Coal mining machinery, electric loco-
motives, elevating, conveying and
crushing machinery.*

National Lamp Works
of General Electric Company,
National Mazda lamps.

The Outlook Company,
*Automobile windshield cleaners and
rear view mirrors.*

H. H. Robertson Company,
*Robertson Process Asbestos Protected
Metal.*

Seiberling Rubber Company,
Seiberling tires and rubber heels.

Hotels Statler Company, Inc.,
*Operating Hotels Statler in Buffalo,
Cleveland, Detroit, and St. Louis, and
Hotel Pennsylvania in New York.*

The Timken-Detroit Axle Company,
Axles for motor vehicles.

United States Chain & Forging
Company,
*"McKay" tire chains and commercial
and industrial chains of all kinds.*

University School,
College preparatory school.

Westinghouse Electric & Manufac-
turing Company,
*Electric apparatus, appliances and
supplies, including household
labor-saving devices.*

Willard Storage Battery Company,
Storage batteries.

Fuller & Smith - Advertising

150 Euclid Ave., Cleveland

Member American Association of Advertising Agencies

Member National Outdoor Advertising Bureau, Inc.



Cavanagh & Bensinger
have been creating Advertising
Art for years—
and ADVERTISING ART only.

ART, to them, has only one
mission—to assist in the sale of
merchandise. Only those crafts-
men who hold the same viewpoint,
and each must be a specialist,
win a place on their staff.

But the service goes still further—
every piece of art work, from
the sketch to the final drawing,
must have the personal okay
of "Cavvy" or "Bensie" before it
reaches the client.

*That is why long-established agencies,
and national advertisers, constantly
deal with*

CAVANAGH & BENSINGER

INCORPORATED

120 WEST THIRTY SECOND ST., NEW YORK

Telephone Pennsylvania 1760

T
in t
or c
in.
on t
a bu
port
sires
him
wise
A
feels
high
or el
by t
lower
busin
on t
Th
he
autor
70 pe
sent
set, c
little
come
about
ers r
price
two—
spons
repres
it co
there
either
The
higher
is at
the n
usuall
value
tion, a
the us
pect u
much;
quotin
sentin
where
order
petitor
and su

Trying to Solve the Problem of the "Trade-In"

A Plan for Appraising the Used Car That Is Being Tried in Boston and That Is Being Discussed from Coast to Coast

By Henry Burwen

THERE is a peculiar trait of human nature, often displayed in the purchase of an automobile or other article involving a trade-in. A slightly higher allowance on the old article will often cause a buyer to lose his sense of proportion, will overbalance his desires on the new article, will make him accept something which otherwise he could not have been sold.

A man buying an automobile feels himself clever in getting a higher quotation on his used car; or else he feels he is being "done" by the dealer quoting him the lower price and refuses to do business though he may be sold on the new car by itself.

The trade-in represents one of the most vital problems of the automobile business. More than 70 per cent of new car sales represent trades. New car prices are set, established, stable. There is little or no argument when it comes to the sale of a new car about its price. True, some dealers may cut the manufacturer's price or throw in an accessory or two—these are usually the irresponsible little dealers who don't represent the industry. But when it comes to the trade-in—well, there is no standard, no guide for either buyer or seller.

The dealer who is up against a higher quotation on the used car is at a decided disadvantage. On the new car differences in price usually represent differences in value and are subject to explanation, argument and conviction. On the used car allowance the prospect usually doesn't reason very much; and the dealer who is quoting a reasonable price, representing fair value, is in a position where he must relinquish the order to his unbusinesslike competitor or he must meet the price and suffer a loss.

The bigger and more responsible dealers usually figure to make an allowance on the used car that will enable them to sell it without loss. The weaker and less businesslike dealers are apt to figure on getting the used car at the lowest price they can, but in any event to make the sale. For years the condition has been an irritating one in the trade, which has led to immeasurable loss. In Boston, for instance, it was found that thirty-seven dealers lost \$650,000 in one year in the used car end of their business.

A CAUSE OF INSTABILITY

But lest anyone should think, "Well, they can stand it—their profits are big enough"—notice these figures. In 1921 there were 35,000 automobile dealers in the country; in 1922 just 6,000 of those had the same name above the doors that was there the previous year. That is to say, in 21,000 of these firms there had been changes—failures, sales of the business, new partners, new agencies. There are but 5,200 automobile dealers in the country rated \$10,000 and over. These figures were given me by John W. Bowman, manager of the Boston Used Car Statistical Bureau, about which I shall presently have more to say. The automobile business is surely a thorny bed of roses, and used cars are the biggest thorns.

The big, responsible dealers—the thousand or so who sell 75 per cent of the cars in the country, have generally followed a sane course. Allowances have not been entirely out of bounds, although the lack of any guides has led them into serious losses. The irresponsible dealers have not followed a reasonably safe course and they have come out much the worse for it. Their methods have

represented a distinct economic loss.

This, then, is the big problem in the automobile business. It is the same in pianos or talking machines or cash registers or typewriters, or a variety of other products. But in the automobile trade, because of the extensiveness of the business and the high percentage of sales involving used cars, it is really the most serious question of all. Solve the problem and you put the business on a selling basis rather than a buying basis, which is its condition to a large extent now.

Naturally among automobile men there has been much discussion; many plans have been suggested and tried. One plan, for instance, has been the central appraisal bureau, a mutual organization which appraises and buys the used cars offered for trade-in. There have been central reporting plans by which the dealer making an allowance telephones the amount to a central bureau so that the next dealer before making his allowance might learn what had been quoted before on it. There is the Boston used car plan, which I am going to describe. All these plans have been sometimes successful, sometimes not. Some have been tried and abandoned; some are still in use. The Boston plan, however, now in operation for over a year, is working out very successfully, with good results all around. It is being discussed in automobile circles from coast to coast. It is a plan that seems to have in it the right admixture of elements for handling the situation. In Boston 96 per cent of the dealers are in it; and it is flattening down the thorns with benefits to dealers, manufacturers and public.

This plan came out of the Boston Automobile Dealers' Association. The first thing necessary for the solution of the problem was some standard guide by which dealers might know what would represent a fair price to quote. Most dealers figured they ought to break even on the used car. But what breaking even meant

was more or less doubtful. Some figured overhead and selling commissions, some did not. Then there was so much chance for variation of opinion on the market value of the car. While the more popular makes could be estimated fairly closely, on others used car appraisers might vary several hundred dollars. Some standard guide as to market values was the first necessity.

The association therefore formed the Boston Used Car Statistical Bureau. This bureau set to work to compile a rating book in which estimates as to the value of all models were given. These books were sold to dealers for \$12.50. It was a loose-leaf book subject to revision. Its sale was not limited to members of the bureau or the dealers' association; anyone in the business might buy it, although the price to outsiders was fifteen dollars.

HOW INFORMATION WAS GATHERED

Information from which to compile the book was secured by instituting a system of reports. All dealers subscribing to the plan—and they comprise 96 per cent of the dealers in Boston—report each week their sales of used cars, giving full details as to amount originally allowed, value of repairs, and selling price. From these reports averages are made up and from it the used car values are determined.

Now an important point to observe is this: The bureau in making up this book does not attempt to set values. It only reports what market values are, by taking an average of the actual selling price. It is the public, the law of supply and demand that determines selling prices and provides the base from which to figure allowances. The bureau by means of its book follows used car values rather than determines them.

The prices reported in the book, however, are not actual average selling prices. The dealer, it is figured, should get the amount of his allowance, plus the cost of repairs, plus 10 per cent for over-

(Continued on page 105)

Every time a client calls on us for a piece of work the entire Bundscho organization begins to function as a department of his business. His job is our job; his interests, our interests; his responsibility, ours.



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

LIFE
PUBLISHING COMPANY

is pleased to announce the
appointment of

MR. CHARLES DORR

and

MR. CHARLES W. CORBETT
as New England Representatives

with offices in the
Old South Building, Boston

B. F. PROVANDIE
Advertising Director

May 1, 1923

LIFE
PUBLISHING COMPANY

is pleased to announce the
appointment of

MR. STEVEN C. RAWLINS
as Western Manager

with offices in the
Marquette Building, Chicago

B. F. PROVANDIE
Advertising Director

May 1, 1923



Package circulars sell goods

Package circulars will sell goods for you. Package circulars will sell goods for your dealers.

To get the best results at the lowest cost from such advertising, use Hammermill Cover. It prints well, looks well, and the cost is very low.

Now made in Double Thick

Hammermill Cover in all colors and finishes is now made in Double Thick, a very heavy stock suitable for large catalog and de luxe booklet covers, mailing and return cards, substantial folders and sampling displays. Hammermill Cover, Single and Double Thick, is a complete low-priced Cover Line.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Send for Samples

HAMMERMILL COVER

Single and Double Thick

head. This will not bring him out even, because it is figured that the average cost of handling used cars is from 15 per cent to 17 per cent. Used cars have to be handled and sold the same as new cars. Salesmen have to be paid commissions, usually 5 per cent, there is the expense of advertising, storage, rent, and various kinds of overhead. At present, however, the dealers are figuring on getting only 10 per cent for overhead. So from the average selling price is deducted the average cost of repairs, with 10 per cent for overhead, and the resulting figure is the guide in making allowances.

From time to time, as conditions change, figures are revised. For instance, last November a bulletin was sent out to members requesting their opinion on the necessity of revising ratings downward. To illustrate the reason for bringing up the question at the time, the following figures were shown—and incidentally these throw some further light on the cost of handling used cars which dealers were prone to overlook:

Used cars taken in trade at \$1,000 today will cost by the first of April as follows:

| | |
|---|---------|
| Cash allowance..... | \$1,000 |
| Interest, 6 months at 6 per cent | 30 |
| Storage six months at \$4.... | 24 |
| Depreciation, rubber, batteries, etc. | 50 |
| Repairs at 10 per cent (estimated) | 100 |
| General overhead 10 per cent: | |
| Commission on sales, executive, salaries, clerk hire, handling, etc. | 100 |

\$1,304

It is very questionable if you can sell your used cars in the spring at anywhere near the above figure.

A reduction of 8 per cent from factory list was suggested and dealers were asked to vote on it. Again it is noticed that the bureau is not setting prices, but simply determining what should be a fair allowance based on market values. In other words, it is bringing to the attention of members facts that they should take into consideration in making allowances.

It is objected that the plan makes no provision for differences

in the condition of cars which affect their value. There are three answers to that: First, unless the car varies considerably from the normal, either for better or for worse, its market value is not much affected. Second, the figures given in the valuation book represent the *maximum* fair allowance for a car which has had good care and shows no more than normal wear and tear. Third, where a car is in considerably better condition than normal and there is possibility of its bringing in a higher selling price, recourse may be had to the "on sale" plan by which the dealer takes in the car and allows the prospect what he receives for it. This may occur either before or after the purchase of the new car. Sometimes this arrangement is varied by the "guaranteed allowance"—the old car being placed on sale and the purchaser getting the benefit of any increase over the guaranteed figure.

THE FUNDAMENTALS OF THE PLAN

But some say, your plan has no teeth! Exactly. This is not a masticating machine. It gets results by softer means. The success of the plan really depends as much on the personality of the men in charge as the method. The whole task consists of two elements—first, educating the dealer as to what is businesslike and fair; and second, persuading him to keep within the bounds of what is businesslike and fair. The second really comes first. The manager of the bureau is John W. Bowman, who is treasurer of the Boston Automobile Dealers' Association and formerly a successful dealer himself. The secretary, L. B. Sanders, was also a successful automobile dealer. Both have the respect of the dealers, within the membership and without. Not being engaged in the sale of automobiles, they are in a neutral position, and can talk to the dealers like a "Dutch uncle."

By means of the weekly reports of used car sales they are informed of cases where any dealer seems to be going beyond proper limits. The dealer is likely to

receive a friendly telephone call and a little persuasive talk. Then again, a dealer may report to the bureau that another has made an over-allowance in some particular case. The same procedure is followed. Most of the time when such reports are investigated it is found the second dealer had not made any such allowance as reported. Customers, jockeying for a higher price, were in the habit of scaring salesmen by quoting imaginary figures they had been offered. Mr. Bowman says that when the bureau was first organized the telephones were constantly busy with reports about what this dealer or that was doing—prompted more often than not by these false statements about allowances which usually came from the prospect via the salesman. Now the dealers are not scared so easily, and there may be hardly a single call of this nature in a day. This is the result of education and persuasion.

On the educational end much is done through bulletins, which frequently point out, as in the one previously quoted, what their costs of doing business are and why, therefore, they should be guided by the rated valuations.

The worst fly in the ointment up to the present is the small dealers outside of Boston who are not members of the bureau. The small fellow, not having the advantages of prestige, financial strength, and business knowledge, is apt to overbid. This again is a matter of education and persuasion toward using good sense; both of which work more slowly than on the direct membership, although progress is being made.

The automobile men figure that the plan is of as much benefit to the public and the manufacturer as it is to the automobile dealer. Buyers sometimes misunderstand its purposes and how it works and don't feel favorably toward it; and it is possible that advertising may be used to explain it, not only in Boston, but elsewhere. Lee J. Eastman, president of the Automobile Merchants Association of New York, where the plan is

under consideration, suggests in a recent pointed report the possibility of co-operative advertising on this score.

A STATEMENT OF THE CASE FOR THE PUBLIC

The argument for the public is this: It is an undisputed fact that the present-day method of merchandising most articles on a one-price basis is a benefit to the public. It permits stabilizing prices on a fair basis, and insures fair values to the buyer as well as a saving of time and energy in purchasing. No one would go back to the days when purchasing at a retail store was a contest to see how far you could beat the merchant down. Yet under the usual basis, buying a new automobile becomes not a matter of buying something at a stabilized, fair price, but a matter of selling the old car, which has no stabilized, fair price. It gets the transaction back to the basis of barter. A buyer who is a shrewd trader and a good judge of value makes the best bargain; the trusting buyer, the average everyday man who is not aggressive enough to drive a hard bargain, is apt to get less than a fair value for his car. Bearing in mind that the bureau does not set prices but only writes down what the public is paying for used cars, the plan provides a fair valuation and puts the buying of automobiles on the same fair, stabilized basis that other industries have in dealings with the general public.

Looking at it from the other angle, a dealer taking in a car at a high price, wants to get out whole or as nearly so as possible, and sets a high selling price upon it. Mr. General Public is not a professional buyer, and is "stuck." With the used car problem on a stabilized basis, a higher ethical tone would be brought into the selling of used cars. Consider the extent of the used-car business and say whether the public would not be better off to be able to buy as safely as it buys other merchandise from retailers.

Now, how is the manufacturer

concerned? Due to losses incident to trading used cars, there is constant pressure from dealers for higher discounts and resistance to lowered prices. Some manufacturers even set a price on their cars which includes a "trading allowance." Here the buyer who has no car to trade in suffers. A plan such as described will lessen this pressure. This resistance will help to make dealers successful business men. Dealers today are in a difficult position because the dropping prices of cars have left them with a proportionately higher overhead. Under such circumstances the used-car problem becomes more acute.

There is considerable food for thought in this plan as related to any business where the problem of trade-ins is a bothersome one.

Sweet-Orr Has Found Competitors an Asset in Business

SWEET-ORR & Co., Inc.

NEW YORK, N. Y., Apr. 27, 1923.

Editor of PRINTERS' INK:

I have read "Does It Pay to Buy Out Competitors," in the March 29 issue of PRINTERS' INK, with great interest and must say that the policies of this house and my own personal feelings are all in perfect accord with your views.

The generation that built the business of Sweet-Orr & Co., Inc., adopted a view so broad that many may not agree with it. They claimed that there was room enough for all and that no one, under any circumstances could hope to create a perfect monopoly. This feeling went so far that the elder Messrs. Sweet actually helped many of their competitors to progress and to follow the proper lines of business intercourse. Many of these are in existence today who might have failed had they not enjoyed this friendly counsel and advice.

As for ourselves we know that we possess the confidence and respect of everyone and that our credit standing, proportionate to our size, is second to no company in the world. Therefore, not only did the first generation consider it poor policy to buy up competitors for the sake of getting rid of them but they even believed in helping competitors so as to improve the business morals and ethics they themselves always personally stood for.

The present generation of Sweet-Orr enjoys the same feeling but has gone further and backchecked it more scientifically as follows:

During the inception of the Open Price Association in this industry some few years ago elaborate machinery was set up for the reporting of conflicting and competing sales efforts on the part

of all the members to their customers. Fear of competition entered largely into all sales policies and it was anticipated that there would be an enormous number of cases where two or more manufacturers were striving to gain the same account. It was soon found that direct competition affected not over 5 per cent of any one manufacturer's business. That is, of Sweet-Orr's total list of customers 95 per cent rarely carried any product but Sweet-Orr's and only 5 per cent of the total list played one manufacturer against the other.

Therefore, if you bought up a competitor to rid yourself of his competition you would find, scientifically analyzed, that you had bought up what affected only a very small part of your business. On the other hand, encouragement of competitors in clean methods made them salesmen for the high ideals of which Sweet-Orr is the recognized highest exponent.

Combinations by merger or purchase which contemplate economies in distribution, production or purchasing power are of course an entirely different subject and to be judged by the conditions and wants existent at the time.

I apologize for having taken up so much of your time on this, but was anxious to have you appreciate clearly our perfect accord with your views from maybe a different standpoint.

SWEET-ORR & Co., Inc.,

R. A. CLARKE,

Vice-President and
Director of Sales.

Coca-Cola Profits for Quarter Increase

The Coca-Cola Company, Atlanta, Ga., reports gross income for the quarter ended April 1, 1923, of \$5,068,561, as compared with \$3,265,088 and \$6,034,441 in the corresponding periods, respectively, of 1922 and 1921. The net profits after expenses but before Federal taxes for the corresponding periods are shown as \$1,494,157 for 1923, in contrast with \$965,115 in 1922 and \$633,948 in 1921.

New Campaign for Niagara Refrigerators

Heinz & Munschauer, Buffalo, manufacturers of Niagara refrigerators, are advertising the "non-rusting copper steel" lining and interior metal parts used in their refrigerators in a campaign which has just started in a number of women's magazines and business papers. This account is with the Moss-Chase Company, Inc., Buffalo advertising agency.

Carpet Account for Boston Agency

The advertising account of the John H. Pray & Sons Company, Boston, manufacturer of carpetings, rugs, draperies, etc., has been placed with the Cotter Advertising Agency of that city.

Gas Conservation Indirectly Advertised

CAMPAIGNS for conservation of natural gas in regions so supplied have been launched at different times by interested public utilities. In purpose the most ambitious of such campaigns, that of the Natural Gas Association of America is without parallel in the annals of the gas industry.

This campaign, started in 1922, is planned to continue through 1924.

Its problem at the outset was to obtain consumer consideration of its appeal for the economical use of natural gas. The idea of a public utility deliberately seeking to make people use less of its product seemed ludicrous.

How the dignity and strength of Governmental sanction was secured; how the advertising bears the official seal of the Department of the Interior, Bureau of Mines, together with the slogan "Use Gas But Do Not Waste It," and other interesting facts were related in the **PRINTERS' INK** issue of August 31, 1922. It was realized at the inception of the campaign that either a selfish motive to interest consumers had to be obtained or their attention compelled by the importance of the appeal and its sponsors.

At different times since the association copy appeared, various individual public utilities have supplemented the efforts of that organization by carrying on the appeal in their own paid space.

In general such advertising has been based on a humanitarian appeal. But consumers have always responded poorly to altruistic copy of the future-public welfare type. It simply does not strike home.

Now, along comes an individual concern, the East Ohio Gas Company, Akron, O., following up the big campaign in its own way. It appears to have found the key to the situation—the selfish motive—in the very recommendations as to efficient appliances and economies to be effected by correct

adjustment of burners and gas flow, proper cleaning, and cautions as to use, to which the impressive association advertising gave an educational slant.

Thus the copy obtains the desired result, indirectly, by its touch of the consumers' pockets. Conservation is not mentioned. Captioned: "The Right Way to Use Natural Gas," the copy simply says: "Consumers will save money by using natural gas—rich in heat units—with standard stoves or burners designed to give the full heat value." The regular instructions then follow in simple explanatory paragraphs.

Thus the doctrine of gas economy is preached consistently and the consumer is given the incentive to practice it.

The Milkman Advertises Moving-Day Advice

Moving-Day, sometimes called May Day or May 1, affects very noticeably the business of many such as the small retailer, the iceman and the milkman. In Pittsburgh, the latter found a solution of his own problem in advertising that incidentally benefits the housewife with a bit of moving-day advice at a time when she will naturally forget several things. In large space beneath an illustration of a feminine hand placing a card in the neck of an empty milk bottle, this timely advice reads:

"Before you move—will you please phone us your new address or write it on a card and either mail it to us or insert it in one of your empty bottles? This will assure you uninterrupted delivery of pure, wholesome Rieck-McJunkin Milk."

Alfred H. Ballard Dead

Alfred H. Ballard, of New York, vice-president of the Tao Tea Company, of that city, died at Danbury, Conn., on April 30 at the age of fifty-five. He was for twelve years president of the Ballard Advertising Agency, and had previously served on the editorial staffs of both the *New York Tribune* and the *New York Evening Post*. Mr. Ballard had been associated with the Tao Tea Company for the last three years.

B. G. Oman Joins "Le Bon Ton"

Benjamin G. Oman, for several years advertising manager of *Le Costume Royal*, New York, has resigned to join *Le Bon Ton* as vice-president and advertising manager.

Ask Your Printer for a Distinctive Folder

When you are laying out your next direct mail piece, try one of the distinctive Cleveland folds for your dummy.

Ask your printer for a few samples of the different pieces he can make on his Cleveland Folding Machine.

You will find Cleveland folds very practical for effective display. And they have that unusual appearance which will single out your folder from the others that the business man habitually receives in his morning mail.

The folds made by the Cleveland offer you a wide choice of different layouts—a great advantage when you are in a hurry or have a number of pieces to get out in a campaign.

The Cleveland Folding Machine makes a total of 210 different folds. This will give you an idea of the scope it offers to advertising men seeking good merchandising display for their direct mail literature.

NOTE—The Cleveland will fold anything that any other folder will fold.

THE CLEVELAND FOLDING MACHINE CO.

1929-1941 East 61st Street
Cleveland

Ohio



No. 6:—What Do You Know About

DALLAS:—

Population, 1922, including suburbs, 205,000; 2,000,000 people within a radius of 100 miles.

457 manufacturing plants, producing \$100,000,000 per year. 18 Banks and Trust companies; including Federal Reserve Bank for the eleventh district; bank clearings for 1922, \$1,418,000,000; retail trade, \$250,000,000 annually.

Dallas has 8 trunk line railways, 86 trains daily, and is an important distribution point.

Its wholesale business for 1920 was \$600,000,000, including dry

goods, automobiles, cotton gins, cotton seed products, leather goods. It is the 3rd largest distributing point for farm implements and machinery.

There are several hundred wholesale concerns in Dallas, and 3,000 traveling salesmen make this city their headquarters.

This city is the most important distribution point in the Southwest for automobiles, trucks, tires, accessories and related lines, the wholesale volume having reached \$200,000,000 in one year.

Texas produces about one-fourth of the total cotton crop

Sell it South





How About Southern Markets?

and Dallas finances one-third of the Texas crop. One of the largest inland cotton markets in the world.

Dallas manufactures a wide variety of products, the more important being cotton gins, harness and leather goods, petroleum products, cotton seed products, cement, furniture, etc.

The first unit of what will be a \$10,000,000 cotton seed product plant was recently completed.

Dallas is headquarters for many of the large oil companies; has 5 petroleum refineries and is a center for oil field supplies.

TEXAS

has 5,724 manufacturing plants; primary horsepower 443,207; value of products \$1,000,000,000. This includes 587 lumber mills, 200 cotton seed oil mills, 15 cotton mills, 63 brick and tile plants, 181 foundries and metal working plants, etc.

For several years, Texas has led the nation in agricultural production, value of 1922 agricultural products being \$716,408,000.

Texas has 133 jobbers and dealers in mill supplies, machinery and oil well supplies. 1,650 hardware jobbers and dealers. Automotive distributors, dealers and garages 3,895. Electrical jobbers and dealers 247.

Thru These Recognized Southern Business Papers Combined Monthly Circulation, 42,000 Copies

W. R. C. Smith Pub. Co., Atlanta, Ga.



*What some men who have used it
say about the*

Linotype Typography Layout Kit

YOUR Typography Layout Kit, with its beautiful array of up-to-date borders, initials and type faces, hits the nail on the head. With this material at hand, the layout man has at his command everything needed to turn out a first-class job at minimum expense.

—*A Well-known Advertising Photographer*

AS a first aid to the Advertising Manager who writes his own copy and makes his own layouts, this, next to Ben Sherbow's \$100 set of type charts is the best thing of its kind that has been produced.

If there's an advertising man in the business, who is interested in producing readable clean-cut layouts that will keep his author's correction expense down, and help speed up composition, who hasn't ordered this, he doesn't know what he's missing.

—*A National Advertiser*

IT has already proved useful to me and it seems to me a very well planned aid to anyone engaged in planning typographical designs.—*A Noted Typographic Designer*

THE Typography Layout Kit has arrived. It appears to be very well gotten up and should be very useful.

—*One of the Largest Advertising Agencies*

NATURALLY I expected anything of this sort gotten up by you people to be rather good, but it highly exceeded my expectations. I have made use of a number of charts and aids of this sort but I find yours the best of the lot.

—*A Newspaper and Magazine Publisher*

Let us send you a Layout Kit on approval.
If it doesn't sell itself to you, send it back.
If you keep it send us \$1.00

Mergenthaler Linotype Company

DEPARTMENT OF LINOTYPE TYPOGRAPHY

461 EIGHTH AVENUE NEW YORK CITY

(Composed entirely on the LINOTYPE in Benedictine and Benedictine Book)

De

The

ON

and a
ford
light
night
ered
jingle
breath
passed
one l
though
slogan

Cha
man's
as wa
associa
of the
proach
ment o
ticed
the cu
which
there v
"Terri
chains
is tryi
turned
dealer's
the pro
a conv
as foll
"Hav

in stock
"How
"Seven
replied
back in
bag of
comple
tomer
few inq
chains
like thi
reply.
without
ground
would u
the mar
would."
told me
"Why,

Dealers Shown That Experience with a Product Will Help Sell It

The American Chain Company, Inc., in Its Trade Advertising for Weed Chains Urges Dealers to "Use 'Em Yourself to Sell 'Em"

By August Belden

ON a winter morning, not long ago, a man interested in sales and advertising, drove along Bedford Avenue, in Brooklyn. A light snow had fallen during the night and a film of whiteness covered the roadway. A subdued jingle of chains accompanied the breathing of motors as they passed, and it seemed that everyone had started out with the thought of "Safety First" as the slogan for the day.

Chains were uppermost in this man's mind this slippery morning, as was quite natural, for he was associated with the manufacturer of the Weed Tire Chains. Approaching an automotive equipment dealer's establishment he noticed the owner's car parked at the curb, and the thing about it which caught his eye was that there were no chains on the tires. "Terrible," thought the man. "No chains on the tires of a dealer who is trying to sell them!" and he turned back and stopped at the dealer's door. Stepping up to the proprietor, he engaged him in a conversation, which ran about as follows:

"Have you a pair of 34x4 chains in stock?" "Yes," said the dealer. "How much," asked the man. "Seven dollars and fifty cents," replied the dealer, as he reached back in the shelves to procure a bag of chains, thinking the sale complete. The prospective customer then proceeded to make a few inquiries. "Do you think that chains are necessary on a day like this?" "Absolutely," was the reply. "No man should drive without them with snow on the ground as it is today." "You would use them yourself?" asked the man. "Yes, sir, I certainly would." "But you have already told me that you don't need them." "Why, no I haven't," said the

dealer. "I have never seen you before." "Yes, but you told me outside before I came in."

And then he explained what he meant and the reason for his call. Looking over the dealer's car the man pointed out a number of articles which were missing and which in the interest of his business really should have been there. No chains, no bumper, no moto-meter, no windshield wiper—articles which he was recommending to his customers as useful and necessary but which he apparently did not think were necessary for himself. He was not "Using 'Em Himself to Sell 'Em."

This incident was the mother of the thought which produced the slogan the American Chain Company, Inc., is now using in its advertising of Weed Tire Chains to the trade—"Use 'Em Yourself to Sell 'Em." This is the keynote of the present business-paper advertising of the company. The idea is similar to that used in the dealer work of the Save the Surface Campaign, which is telling the paint trade to paint its own property and thus set a good example for its customers.

The thought is as old as the hills and brings to mind the cobbler whose children walk on their uppers, the bald-headed barber who recommends hair tonic and the bootblack who always needs a shine. But the idea is basic and might well be applied by industry in general more thoroughly than it is today.

MAY EXTEND IDEA TO INCLUDE OTHER ACCESSORIES

A thorough first-hand knowledge of a product certainly inspires powerful and convincing sales talk. How much easier it is for a dealer to sell a bumper if his own car is equipped with the

kind he wants to sell so that he can take a customer out to the curb to look at it and thus have an opportunity to tell of actual experience. Ask any salesman in almost any store what he really knows about the article he is trying to sell. Second-hand knowledge is what you are apt to get, and only half-baked at that.

"Use 'Em Yourself to Sell 'Em" can be made a powerful lever to lift the weight of ignorance which

"When the streets are wet we put them on our cars standing in front of our place. In other words, we advertise the fact that we sell and recommend Weed Chains by Using 'Em Ourselves.

"What's more, our dealers are also getting aboard. They are using the demonstration idea and are reporting very satisfactory results, and we all will keep up the good work throughout the year.

Use 'Em Yourself to Sell 'Em

This Spring and Summer

A SMALL dealer sold a dozen sets of Weed Chains on one rainy day last summer by displaying the chains on a car in front of his place and by talking to patrons about the wisdom of using Weed Chains on such a day

"You, too, can enjoy good Weed Tire Chain business this spring and summer if you will 'Ask 'Em to Buy' and 'Use 'Em Yourself to Sell 'Em', instead of giving the false impression that you use and sell em only when it snows.



The above is a miniature reproduction of a good sign for your window. Write us for copies and stick one on your window every time it rains this spring and summer.

AMERICAN CHAIN COMPANY, INC., Bridgeport, Conn.

Manufacturers of Weed Chains, Weed Runners, Weed Chain-Tools and Complete Self-Spreading Center Pins

In Canada

DONIPHAN CHAIN COMPANY LIMITED, Niagara Falls, Ontario

Export Sales Office: Boston, Chicago, New York, Philadelphia, Pittsburgh, Portland, Ore., San Francisco



WEED TIRE CHAINS

Weed and Weed De Luxe

URGING UPON THE DEALER THE VALUE OF ACTUAL KNOWLEDGE OF THE PRODUCT

holds down strong selling force.

Dealers are beginning to awaken to the selling value of first-hand knowledge as indicated in a letter the chain company received from a New York jobber. This letter was used in a recent trade advertisement for Weed Chains. Here is a part of what it said: "Congratulations on your merchandising and advertising idea for Weed Chains, 'Use 'Em Yourself to Sell 'Em.'

The American Chain Company is not only willing but anxious for the entire automotive equipment industry to adopt its argument generally. A letter was recently mailed to the members of the Automotive Equipment Association urging them all to use the slogan in their trade advertising. The Apco Manufacturing Company, of Providence, has adopted it, the slogan appearing in one of the company's recent advertisements.

"Did you read that article in *Motor World*, of January 24, about the garage man who sold a dozen sets of Weed Chains on one rainy day last summer by displaying the chains on a car in front of his place and having his garage and store men talk to patrons about the wisdom of using Weed Chains on such a day?"

Following up its endeavor to get dealers to use the chains themselves, the company is furnishing a simple poster for use in their windows on rainy days. This poster reads, "When it rains—Use Weed Tire Chains. We Use 'Em Ourselves." This poster has been called for more than any other piece of window advertising matter ever issued by the company.

-in Cincinnati

AUTOMOBILE ADVERTISING Running Exclusively in The Enquirer

Nash
*Marmon
Gray
Maxwell
Willys-Knight

*Packard
Westcott
Franklin
Chalmers
Pierce-Arrow
Rolls-Royce

*Hupmobile
*Haynes
Cadillac
Columbia
*Cole

*Sunday and Daily

This representation of the acknowledged leaders
uses no other Cincinnati paper—

Ample Proof of The Enquirer's Preeminence

The following place the *greater part* of their lineage
in the Sunday and Daily Enquirer:

Paige and Jewett
Hudson and Essex
Lexington
Wills Saint Claire

Gardner
David
R & V Knight
Chandler

Oakland
Durant
Dort
Studebaker

These companies are carrying large campaigns steadily
in The Enquirer, while they limit their space to smaller
schedules in other Cincinnati papers.

And local dealers also—nearly one half of the automobile dealers
in Cincinnati use The Enquirer exclusively.

Back of all this prestige is a wonderful story: How the Enquirer
believed in motor transportation—how it fostered the industry
and assisted it in its early stages with editorial help and comment
—how the news was so authentic besides being prophetic; so
that all Cincinnatians who are interested in automobiles follow
the news and buy through The Enquirer. That's the reason for
this predominance—that's the reason The Enquirer leads in
automobile advertising.

*Covers Cincinnati Every Day
Covers in the Way that Pays*

L. A. KLEIN
50 E. 42nd Street
New York

R. J. BIDWELL CO.
742 Market St.
San Francisco

I. A. KLEIN
76 W. Monroe St.
Chicago

THE CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

Philip Ritter, Jr., Forms New Advertising Business

A new advertising business has been started at New York under the name of The Aldine Company by Philip Ritter, Jr. Mr. Ritter was formerly a vice-president of The Philip Ritter Company, Inc., and more recently had been with The Biow Company, Inc., in a similar capacity. Associated with Mr. Ritter is F. W. Norton, formerly with Pitcher & Company, investment securities, New York, and at one time with The Philip Ritter Company, Inc.

Among the accounts which have been placed with the Aldine Company are: V. Vivaudou, Inc., Mai d'or Perfume and Ego products; Young & Griffin Coffee Company, Inc., Franco-American and Alliance coffee; Levy Chemical Co., Mothozone and Dust-No garment bags, and the Quality Service Stores, Inc., a national co-operative organization of retail grocery stores. All of these companies are located at New York.

Pioneer St. Louis Stove Manufacturer Dead

Robert H. Stockton, president of the Majestic Manufacturing Company, St. Louis, maker of "Majestic" ranges, died in that city April 27. He was eighty years old.

Mr. Stockton, with L. L. Culver, organized the Majestic Manufacturing Company thirty-one years ago and upon the death of the latter he became president and general manager. He was a firm believer in periodical advertising and used magazines and farm papers extensively during the past eighteen years. He was a director of the Louisiana Purchase Exposition and chairman of its publicity committee.

Pacific Coast Advertising Convention at Spokane

The Pacific Coast Advertising Clubs Association will hold a convention at Spokane, Wash., June 17 to 21. T. M. R. Keane, president of the association, is making a tour of the Pacific Coast advertising clubs in the interests of the convention.

V. C. Breyspraak Joins Kling-Gibson Agency

Victor C. Breyspraak, who has conducted an advertising agency at Chicago under his name for the last five years, has joined the Kling-Gibson Company, Chicago advertising agency. The Victor C. Breyspraak Company has been discontinued.

Has Cover Fastener Account

The Universal Cover Fastener Company, New York, has placed its account with the Charles C. Green Advertising Agency, Inc., also of that city. Newspapers and magazines will be used.

Amos I. Root Dead

Amos I. Root, noted apiarist and founder of the A. I. Root Company, "Airline" honey products and beekeepers' supplies, Medina, Ohio, died in that city on April 30 at the age of eighty-three. Mr. Root founded the monthly, *Gleanings in Bee Culture*, in 1873, and is the author of the "A B C of Bee Culture" and several other works on that subject and agriculture. The interesting story of Mr. Root's success which was built on bees plus advertising was told in the April 1, 1920, issue of *PRINTERS' INK*.

"Screenland" Moves to New York

The general and executive offices of *Screenland*, Hollywood, Cal., have been moved to New York.

Screenland, Inc., also will publish a new monthly periodical, *Hollywood Confessions*. The first number will be issued in June. Frank Armer will be business manager and Glover M. Young Western representative at Chicago.

Campaign to Advertise Course in Hotel Management

The Standard Business Training Institute, of Buffalo, is conducting an advertising campaign to promote its course in hotel management and operation. Magazines, women's publications, and business papers are being used, together with a list of more than one hundred newspapers.

Shaw Newton with Gardner-Glen Buck Agency

Shaw Newton, formerly with the International Nickel Company as head of its research department, has joined the copy staff of the Gardner-Glen Buck Company, Inc., advertising agency. He will be located in the New York office. Mr. Newton at one time had been with The H. K. McCann Company.

Kaustine Company Starts New Campaign

The Kaustine Company, Buffalo, manufacturer of sewage disposal systems and septic tanks, has started an advertising campaign in general magazines and business papers. The Moss-Chase Company, Inc., Buffalo advertising agency, is directing this advertising.

A. H. Utt with St. Louis "Globe-Democrat"

A. H. Utt, formerly advertising manager for the Brecht Company, St. Louis, manufacturer of abattoir equipment, has joined the publicity and promotion department of the St. Louis *Globe-Democrat*.



MANUFACTURER or advertising agent in seeking a market for a product is often hard pressed to determine the kind of retail outlet which should receive the greatest amount of attention.

It is hard sometimes to realize just how many lines of merchandise there are, in the distribution of which the department, dry goods and general store market is of prime importance.

Following is a list of the major classifications of merchandise advertised to this market in a recent issue of the Dry Goods Economist.

| | | |
|--------------------|----------------------------|-------------------|
| Cotton Piece Goods | Ready-to-Wear | Neckwear |
| Woolen Piece Goods | Children's Wear | Millinery |
| Knitted Fabrics | Knit Underwear | Hosiery |
| Blankets | Silk and Muslin Underwear. | Shoes |
| Curtains and Nets | Corsets, Brassieres | Men's Wear |
| Silk Piece Goods | Perfumes | Soaps |
| Towelings | Gloves | Leather Goods |
| Patterns | Fancy Goods | House Furnishings |
| Notions | | |

Here are 25 classifications of merchandise in one issue. The subdivisions of these classifications will increase the list many times—all products which find their eventual sale in major quantities in the great department, dry goods and general store market.

The Economist Group reaches 40,000 merchants and buyers in 35,000 stores in 10,646 towns and cities. They select and sell more than 75% of the nation's merchandise.

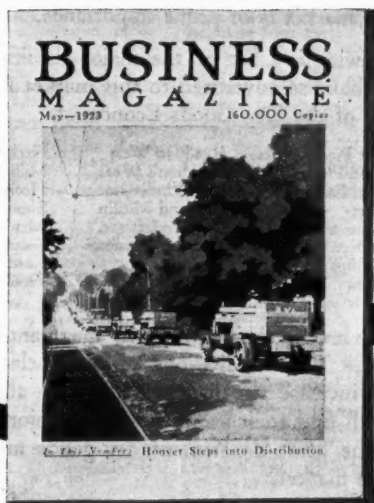
They're worth advertising to in a real way.

THE ECONOMIST GROUP

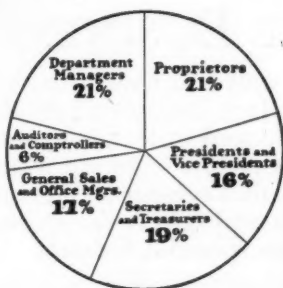
239 West 39th Street
New York City



BUSINESS MAGAZINE



GOES monthly to 160,000 business executives, all picked—and postage paid—by Burroughs Salesmen.



60,000 of the 160,000 readers of BUSINESS MAGAZINE are located in that section from the Upper Mississippi east to and including New York. The chart shows their unusual buying ability.

Are these the men you want to reach?

BUSINESS MAGAZINE carries your message to this "big buyer" group at the lowest rate per page per thousand in the commercial field.

And the best proof of its pulling power is the consistency with which advertisers continue to use it year after year. If you are seeking a nationwide market among business firms, large and small, you'll want to use **BUSINESS MAGAZINE**, too.

Write today for rate card or other information.

THE BURROUGHS PUBLICATIONS

Published by the Burroughs Adding Machine Company, Detroit, Mich.



"BRINGING IN THE BUSINESS"

" . . . and I just want to say that this [advertisement], both in caption and in text, is a gem. It expresses just what we want to say on that subject with great clearness and covers the entire subject in splendid fashion.

"Your advertising for us is attracting attention and bringing us a large amount of new business."

—An unsolicited comment from a client.

The advertising possibilities of your business, not the size of your appropriation, are of first importance to us.

EDWIN BIRD WILSON

INCORPORATED

9 Hanover Street, New York

Gloucester Inaugurates Joint Effort to Popularize Salt Fish

Wholesale Dealers Combine in Test Campaign to Teach Women How to Prepare "Food from the Deep"

By James M. Mosely

A FEW months ago the wholesale fish merchants of Gloucester, Mass., the salt-fish capital of America, did an unheard of thing in the industry. After years of being kept apart through jealousies, they came together, admitted that the large, yet underdeveloped, salt-fish industry had a common problem and decided that team-work would be the only way to work out its solution.

Then, under the auspices of the Gloucester Chamber of Commerce, with the expense underwritten by the city's fish exchange of fourteen salt-fish merchants and shippers, a study was begun of what women want in salt fish. Detailed questionnaires sent to 2,000 officers of women's clubs throughout the country brought back frank and constructive answers, which showed what was holding the industry back and what could be done to boost the volume of business and at the same time better serve the nation.

What the returns from this survey showed was outlined in an article in *PRINTERS' INK* of November 16, 1922. The gist of the opinion of women everywhere, as summed up by William J. MacInnes, chairman of the fisheries committee, now mayor of Gloucester, was this:

"Our products are not sufficiently well known, and consumers are not adequately acquainted with the proper methods of preparing Gloucester products for the table."

In 1623 fourteen men set up the first fish stages and cured their fish on Cape Ann at Gloucester. Fishing has always been the city's mainstay, but, although in 300 years great progress has been effected in methods of catching fish, too little attention has

been given to the marketing end. That, in general, has grown haphazardly. There has been much petty jealousy, much attempt to "gumshoe" away customers from fellow wholesale merchants, and very little effort to build up the possible salt-fish consuming market.

Americans prefer meat. The per capita consumption of all fish in the United States is pitifully small as compared with foreign nations. Fifty to eighty per cent of all fish consumed is eaten on one day of the week. Scant imagination is exercised by the public in buying and preparing fish. As concerns salt fish, the present generation as a rule does not even understand the rudiments of cooking the various products available so that they will be as delicious as they might be. Furthermore, women want to get meals quickly and don't care to bother with salt fish if it is going to take too much time.

ALL ATTENTION GIVEN PRODUCTION

There are other problems, some of a physical nature (such as overcoming a certain growth in salt, which sometimes makes salt fish "turn pink" after it has been on grocers' shelves under warm conditions for some time), but the chief trouble, leaders in the business feel, lies in the fact that the salt-fish industry has been too busy thinking about production and going along in old, well-worn marketing ruts—a condition which may be found back of difficulties in many an individual business and many another industry even today.

Following the war the fish industry was hard hit by the depression and shipments of fish from Canada. The tariff has

somewhat remedied the latter condition and the tone of the industry has improved, but not enough, for the trouble is more deep-rooted.

Talk of spending a substantial amount of money for advertising came near interfering with the continued co-operation of the salt-fish dealers. Many of them are small in size, rather limited in means, and, with several notable exceptions, unversed in advertising, what it is and how to use it. Yet all recognized the common problem and felt that a beginning, even though modest, should be made.

Therefore, the members of the salt-fish dealers' division of the Gloucester Chamber of Commerce came together and selected Edward K. Burnham, president and general manager of the Consumers Fish Company, Inc., a mail-order house, and Thomas Grace, sales manager of the Gorton-Pew Fisheries Company, as a committee to devise ways and means for starting a co-operative movement to popularize salt fish.

It was decided to conduct the test effort during May in ten small New York State cities. The salt-fish dealers subscribed to a small common fund, which finances the printing and mailing of 50,000 booklets of tested recipes on how to cook salt fish, to be sent with a circular letter, to the heads of families in the ten cities.

May has ordinarily brought a very small showing of business from these particular cities. This special tryout drive, therefore, will be an experiment to ascertain just what happens when salt-fish recipes are put in the hands of women consumers. Individual merchants who sell in the territory by mail or through dealers will perform individual work to back up the movement. Careful records will be kept as to sales and the results studied. Incidentally, fish dealers who do not sell at all in the ten cities have "chipped in" on the cost and are taking as keen an interest as those

which stand to benefit in dollars—a situation which is significant of the new spirit in the business.

The members of the industry do not expect to be inundated with sales. They do not even assume to know whether their method is the one most desirable or the one which will be used in the future. But if even a small jump in demand is registered by this joint advertising venture, it will mark a vital step ahead and may lead to eventual larger things.

"Our big need is to educate the people to the use of more fish, especially salt fish," commented Edward K. Burnham, of the committee in charge. "Few use the product in comparison to the number who should. The consumption must be increased. Most people who do eat fish seem to think Friday is the only day to do so. If the fish industry could get all the people who consume fish on Friday to use it twice a week, there would be a vast difference in the total fish sales, and the public and the industry would be better off."

A City Advertises Its Aggressiveness

Riverside, Calif., has had inflicted on it the reputation of being a very respectable, staid, quiet place—an ideal location for an old ladies' home. As a matter of fact, Riverside toes the mark with the most progressive Western communities. For the purpose of creating a new impression concerning itself Riverside has been conducting a campaign in the Los Angeles newspapers.

Los Angeles newspapers were selected in the belief that all who come to Southern California buy tickets to Los Angeles. The problem was to divert a portion of this human inflow to Riverside.

As a result of the campaign Riverside's population is increasing rapidly and several new industries are contemplating locating at Riverside.

Two Accounts for Campbell-Moss, Inc.

The Henning Boot Shop, New York, has placed its account with the advertising agency of Campbell-Moss, Inc., also of New York. Class publications and newspapers will be used.

White & White, Inc., New York, men's furnishings, have also placed their account with this agency. Newspapers are being used. A campaign in class publications is planned.



The bold, proud
and hardy guilds-
man is more astir
about the invisible
signature he sets
upon the work than
about the visible
signature he gets
upon the chèque.

PHILLIPS & WIENES

INCORPORATED

Typographers Who Prove It With Proofs

314 East Twenty-third Street

New York

A Patent Office Decision That Helps Advertisers

A. Schmidt & Son Appeal from Refusal to Register Advertisement

By Chauncey P. Carter

THAT part of the copyright law of 1874 which is held to be still in force provides that "No prints or labels designed to be used for any other articles of manufacture (i.e., not connected with the fine arts) shall be entered under the copyright law but may be registered in the Patent Office." One of the Patent Office regulations under this law provides that "No print or label can be registered unless it properly belongs to an article of manufacture and is descriptive thereof."

Under this regulation, it has long been the practice to refuse registration to any "print," i.e., advertisement that belonged to or described *more than one* article of manufacture. Many advertisements of great originality and high degree of artistic merit have been refused registration and protection under this regulation. It remained for A. Schmidt & Son, of Washington, Boston, New York, and elsewhere, importers of old and modern silver, Sheffield plate, old and modern glass, garnitures and fine porcelains, to protest against this unreasonable refusal to protect a work of art merely because it is used to advertise more than one object for the applicant.

This concern endeavored to register the original and artistic features of a certain advertisement of its wares which appeared in Boston and other newspapers and was refused by the Examiner on the basis of this old rule. Appeal was taken to the Commissioner of Patents and it was demonstrated to the satisfaction of the Assistant Commissioner, who heard the appeal, that in delegating the registration of certain copyrights to the Patent Office, Congress had no intention of abridging the copyright protection

secured by the Constitution and other provisions of law to the creators of works of art. The Assistant Commissioner held that Congress merely desired to divide the functions of registration under the law between the Copyright Office and the Patent Office, so that the former would register only those creations which might be said to come under the head of "Art for art's sake," while the Patent Office was to register all those works of art designed particularly for use in connection with articles of manufacture or what may be termed the industrial arts.

Certainly it was not the intent of those who framed the Constitution or those who framed any of our copyright enactments that those artists whose works were used in connection with more than one article of manufacture should be denied protection for such works.

In the first place, there is no reason whatsoever why such works of art should be penalized. In the second place, there is no indication whatsoever of any intent on the part of anyone so to penalize them. What sense can there be in denying protection to a work of one of our foremost commercial artists when that work is used in a double-page spread advertising a complete line of canned goods and perhaps also some preserves and granting protection to the same work if it is used to advertise only a toilet lotion?

The favorable decision of the Assistant Commissioner in connection with this appeal not only benefits A. Schmidt & Son, but clears the way for complete protection of every printed advertisement that has both originality and artistic merit.

Ar
Th

An Open Letter to The Sphinx Company, Limited.



We understand that you manufacture an exceptionally meritorious product.

If it is a fact that your product has certain qualities which set it apart from all others in its field, *why keep it a secret?*

Silence is sometimes the most expensive thing in business

Granted that The Sphinx Company, Limited, manufactures a meritorious article or line for which there is a big potential market, JOHNSON, READ & COMPANY stand ready to co-operate with you in putting it on the map.

There are certain special reasons why JOHNSON, READ & COMPANY can do this for you, scientifically and thoroughly. The successes we have made for those who have come to us as non-advertisers are convincing evidence of our fitness for handling just such problems as yours.

An opportunity to confer with you would be appreciated.



JOHNSON, READ
& COMPANY
INCORPORATED
Advertising

202 SOUTH STATE STREET, CHICAGO

Charter Member American Association of Advertising Agencies

NO SWEENEY

The Sweeneys will hear!

There have been advising advertisers to The News, urging them to make the market available in New York City. A circulation of more than 500,000 copies has become current in some of the big dailies—average, everywhere. The News, that we have no Sweeney circulation.



Of course we have. A paper with a circulation per day can't be out of the hands of some millionaires and society leaders. They are argument just like the Sweeneys—and they buy The News for the same reason.

William of the world of one of the largest banks in the country recently asked us whether our valued paper was sold most easily in the subway or on the street.

It also runs small circulation advertisement in the city and is the largest advertiser in the city. It is a very important item in and made to be a dollar.

It is a very important item in and made to be a dollar.

It is a very important item in and made to be a dollar.



Furthermore, you'd be surprised how many of the wives of men who think *The News* is read only by very common people try to get their social items in our limited columns.

DO WE DO have our share of class readers? But there aren't enough bank presidents, wives of millionaires, girls who winter at Palm Beach, or society women to keep our circulation—or your business—alive.

And there are enough Sweeneys—regular, ordinary people who live, raise families, earn money and spend it, read advertisements and respond to them—to give us the largest morning circulation in America, and to give you a lot of business if you advertise to this circulation.



Don't have any false notions about the kind of folks of the Sweeneys as customers for *The News*—it's a medium. The Sweeneys buy everything, and *The News* sells anything that can be sold by advertising. The Sweeneys represent 95% plus of the population of New York. *The News* reaches more than half of all the people in New York City who read a morning newspaper. Ask us for the facts.

When are you going to start to Sell It to Sweeney in *The News*?

The Sweeney series has been a product of individual folders. Write for the full

THE NEWS

New York's Picture Newspaper

17 Park Place, N. Y.

Telephone Bk. 3-1111

SIOUX CITY

IS *First in Iowa*

AS A

MANUFACTURING CENTER
 JOBBING CENTER
 LIVE STOCK CENTER
 PACKING CENTER
 CREAMERY CENTER
 GRAIN CENTER
 MILLING CENTER

—and business is better than ever.
Thank You!

Sioux City is Iowa's BEST market.

The field is covered only by Sioux City newspapers.

As to the medium—well, The Tribune has for years carried more paid local and national advertising in its six day issues compared with the seven day competitor.

THE SIOUX CITY TRIBUNE

"More than a Newspaper"

WILLIAMS, LAWRENCE & CRESMER COMPANY

Representatives

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

In Sioux City it's the Territory

May 3

Ho
Co
He

(C

are re
to buy
we don
of the
let the
fairly
isn't a
and w
there
on."

We
3,104
before
mission
them a
false a
brother
group
mately
plaints
orders
der ho
have f
cases.

It w
man in
would
regulat
cisions
advertis
be help
would
for the
his clie

The
discuss
The Se
of cou
cases w
and it
ord, an
stand t
trying
derogat
as expl
organizat
logues.
tising—
business
attention
cers, th
sugar,
than a
bought

How Federal Trade Commission Fosters Healthy Competition

(Continued from page 20)

are retailers combined and trying to buy in wholesale quantities, and we don't take the side of any one of them, but say: "Play on and let the game go on, but play it fairly and we will see that there isn't any unfair method going on, and we will only step in when there is an unfair method going on." That is our position.

We have had, up to April 1, 3,104 applications for complaints before the Federal Trade Commission in our short life; 1,119 of them are from advertising causes, false advertising and its sister or brother, misbranding. Of that group we have issued approximately, we will say, 450 complaints or orders. We have issued orders—think of it!—450. I wonder how many advertising men have followed those advertising cases.

It would seem to me that a man in the advertising business would have need to know of the regulations or the rules or the decisions that are handed down in advertising in order that he might be helpful to his client, just as it would be helpful and necessary for the lawyer to know in helping his client.

The first case I would like to discuss is the Sears, Roebuck case. The Sears, Roebuck decision—and of course I am only now giving cases where the courts have acted and it is a matter of public record, and hence you will understand that I will not or am not trying to advertise anybody in a derogatory way, but simply use it as explanatory to you. That organization sends out great catalogues. At one time it was advertising—when we first started in business and this was called to our attention by the wholesale grocers, this case—that it was selling sugar, and could sell it cheaper than anybody else, because it bought it in greater quantities, and

that it was selling a sugar that was made, I believe, of cane sugar and therefore had more saccharine in it, or a higher kind of saccharine, than beet sugar.

It was also advertising that it had the best tea in the world, and the reason for it was that it had tea-tasters who went over to Japan and plucked the first flowers. When I read those advertisements my mouth watered. I think the man who wrote them was skilful.

It was complained of that those statements were not true. We made an investigation and found that the sugar was bought in the Chicago market under the same conditions as bought by the wholesalers; that the concern was selling the sugar below cost, but was combining with sugar many other articles upon which it made a sufficient amount to make up the difference. We also found that the tea was being bought in the same market as the wholesaler.

COURT SUSTAINS COMMISSION'S ORDER

Hence we issued an order to cease and desist. That question was contested and carried up to the Circuit Court of Appeals and the court sustained us and said that even though—and I want to pay this tribute to the company that the moment it discovered the situation it stopped and called in all of the catalogues at a tremendous loss—the court held that as the company was contesting the proposition in the court we still had our hand on its shoulder and the fact that it was contesting indicated that it might go ahead, that it was a possibility, and hence we had a right to continue keeping our hand on its shoulder despite the fact that it had stopped.

The next great case I want to call attention to is the Winsted hosiery. That is the greatest case in advertising in America today. It occurred in New York. There was a custom in the trade to advertise knitgoods as merino, all wool, Australian wool, pure wool. When we investigated we found that sometimes it carried 40 per

cent cotton, sometimes 60 per cent cotton, and sometimes 80 per cent cotton. We took the garments, and it may be interesting to you to know what we do when we get a case. We took those garments to the Bureau of Standards and had them tested. That is where we always go.

We have got a great group of soap cases before us now, a question as to what is contained in that soap. We go out into the different parts of the United States and we buy that soap in different stores and turn it over to the Bureau of Standards. Permit me to pay a tribute to the Bureau of Standards. There is no more wonderful organization in the world than that Bureau of Standards. They make the test and report back to us and upon that we start out.

Now, in the Winsted Hosiery case the defense was that it was customarily known in the trade that there was this type of misbranding going on. But we said misbranding was carried on down to the ultimate consumer because the retailer bought and he sold to the ultimate consumer. How do you suppose we tested this out on the ultimate consumer? We tested it just the way you do. We went into, say, a dozen cities, took the directory, started with "A" and jumped to "Z," and picked out here and there, helter-skelter, the names of various persons, and then we summoned them in, subpoenaed them. They didn't know what was going to happen to them. They came in and we said: "Take this garment and here is the mark. What do you understand by this when you buy it?" "Well, we understand that it means all wool," most of them said; over 60 per cent understood that it meant all wool. Some of them said: "Well, we know that it doesn't mean all wool; it means part cotton." So we issued an order against them.

The Circuit Court of Appeals said we had no jurisdiction in the case, that there wasn't public interest in the case because the industry knew about it, but the Su-

preme Court said: "No, that is not the test; the test is whether the public knows about it, and if there is a reasonable amount of the public that is being deceived by this, then of course the Federal Trade Commission's order is right and it is sustained to the utmost."

That is the leading case in advertising in America today, and we are having literally hundreds of cases we are measuring every day by that case.

We have the Guarantee Veteranarian case. That is an organization that sold a salt block called "Saltonic," and they got out some marvelous advertising in this country. Of course the farmers bought it. They buy on advertising, as you know. They read it and they absorb it and swallow it. They bought it. The advertising maintained that the United States Army or Quartermaster's Department had given its approval.

The facts were that the Quartermaster's Department during the war bought 1,200 blocks, I think we will say. They had a letter in their advertising; it was signed by a second-lieutenant and from the appearance of the letter he was in charge of the stables at one of the forts at one of our posts, and he said this was universally used, or in substance to that effect, by the Government. Of course we proved that the letter was written after he had left the army, and that there were only 1,200 bricks of this material bought. They advertised that this brick contained about everything under the sun. It was supposed to contain peat, charcoal, some sort of worm destroyer, tobacco, many, many things. Of course when we gave it to the Bureau of Standards to analyze they found that it didn't contain anything but salt and a little coloring. We ordered them to cease and desist and they have ceased and desisted, and they haven't gone ahead with that case.

The Royal Baking Powder is a case that came up in New York. Very briefly, that Royal Baking Powder case was this: For many years the Royal Baking Powder

had ov
Tartar
adverti
way, a
Cream
rior to
that pl
made o
mals m
and tha
terious

When
1919 an
get this
stituted
the pri
very m
price in
fact th
wonder
you co
finely i
make a
came f
course
plain, s
the leg
leged in

They
cans of
and col
of evid
that the
said tha
thing to
On the
the wor
a stick
front th
and Dr.

at the
sider ou
there in
said: "u
us?" tak
can fron
at them.
the ordi
ceived,"
would b
Court o
tained u

Our j
pletely
today,
America
stopped
facturing
putting
ment on
land," a

had owned Dr. Price's Cream of Tartar Baking Powder, and had advertised in a very picturesque way, a very striking way, that the Cream of Tartar was vastly superior to phosphate baking powder; that phosphate baking powder is made out of bones of dead animals mixed up with a certain acid, and that the thing was very deleterious to the human system, etc.

When prices began to jump in 1919 and they found they couldn't get this cream of tartar they substituted phosphate. They dropped the price because phosphate is very much cheaper; they cut the price in half and advertised the fact that they had arrived at a wonderful situation now where you could treat phosphate so finely it was pure and it didn't make any difference whether it came from bones or not. Of course I am giving you this in plain, simple language and not in the legal language as it was alleged in the case.

They put it out in cartons and cans of the same shape and size and color, and there was a piece of evidence there to the effect that the president of the company said that it wouldn't be a wise thing to change the color on it. On the back of the can they put the word "phosphate"; they had a sticker on the back. On the front they had "Cream of Tartar" and Dr. Price's name. We looked at the two, and we always consider ourselves common folks up there in the Commission—and we said: "Now, how does this affect us?" taking up that can and that can from off the shelf and looking at them. We said: "Well, now, the ordinary person would be deceived," and so we held that it would be deceived, and the Circuit Court of Appeals up here sustained us on that proposition.

Our jurisdiction extends completely around the world—India today, China tomorrow, South America the next day. We have stopped one concern from manufacturing milk in this country and putting a Switzerland advertisement on it: "Made in Switzerland," and selling it in Mexico.

Why? Because competitors in Mexico who manufacture milk in this country say that they can't compete with something that is marked "Made in Switzerland," because the Mexican likes Swiss things better than he does ours, and that it is unfair to the American competitor. Of course we stopped them. They were glad to yield to it and came in without any trouble on the matter.

I have given you a very hasty and brief sketch. I have only touched the high spots. I haven't had time to tell you how when the complaint comes in it is sent to the examiner, and chief examiner, and he sends men out into the field and we collect the evidence, and the chief examiner takes it and passes on it, and he passes it up in rotation to one of us commissioners, and we take the thing up and look it over. And if it comes to me I say: "I think there is a complaint there," or "I don't think there is a complaint there." And then I take it up to the Commission and the other four Commissioners sit there and I present the case to them, and they banter back and forth to me.

We send it to a board of review, three gentlemen trained in the law and economics, and they sit there and take the cold-blooded record and they read it and say: "Well, we think a complaint ought to be issued here," or "We don't think so." That comes up before us if we dispute that board of review. If it is my case I have to bring them in and re-debate it in front of the other Commissioners, and finally we vote on it, and for the first time there is publicity on it and it goes out and we give the other side time in which to answer.

Then the man steps in who has made the complaint. We don't reveal his name. Nine times out of ten he is fearful if he is against a great organization that he will be put out of existence. His fear may be unfounded, but he has that fear. He comes in in trepidation, so we don't give his name out. We step out in front as a shield, so to speak. We lay the evidence before the other side.

We have to put our cards on the table first always. If they are surprised they cross-examine all our witnesses.

We are in the Famous Players-Lasky case now doing that thing. They are cross-examining all of our witnesses. Then when we get through, if they are surprised, we say: "All right, we will give you time to meet the surprise," and they prepare themselves and they present their witnesses, and after that is all through—this all being taken before an examiner and not before the Commissioner—the thing is whipped into shape and by the time they bring it up before us we have traveled over a great many roads and the thing, you know, comes up fresh to us, and we listen to the argument and dismiss the case or issue the order.

Very briefly, that is what we do. We never could get along in this business unless we have the public understand what we are trying to do, and as I said, it is one of the most difficult things to get over to the public what we are trying to do.

We believe that the one way to cure this thing called monopoly, the thing that is most dangerous to this country or any country, is to meet monopoly in its inception. And monopoly in its inception is produced in one respect by false advertising and misbranding. I don't think that very many people deceive themselves when they say they don't know whether they are doing wrong or not. It is a self-evident thing which appeals to a man's conscience.

When a man is practicing espionage and sneaking into the other's plant he knows whether he is doing right or wrong. He knows whether he is doing the sporting thing, if nothing else. But, of course, espionage has been condemned by the courts as being illegal.

Nine cases out of ten that come before us, conscience can tell whether it is right or wrong. When we get into a resale price-making case and some of it is technical, or guarantee against

decline, we are very slow to go ahead. While we may realize that the thing may be economically wasteful and wrong. We also realize that it may not be legally wrong necessarily, and so we don't like to charge the person with a complaint and so we go very slowly. We have dismissed many cases of that type.

We don't write opinions. There are 23,000 opinions handed down in this country every year, and we don't want to add to the trouble of the American mind, so we don't write any opinions. But we do give a detailed statement of fact with the order below either for a complaint or dismissal, and if the advertising world were studying those as they are coming out, they would soon have the sea of unfair advertising charted.

An Advertiser Comes to the Aid of Marathon Dancers

From the continent and all over the United States come reports of new records established in the race for the world's championship non-stop dancing record. The popularity of these contests has suggested to one national advertiser a means of getting a message over to the dancing public.

As the gliding, twirling marathoners send the record up and up, until now it has run over one hundred hours, the news reports carry an increased list of the shoes, hosiery, partners and orchestras that have been exhausted and worn out. Here is an opportunity for a manufacturer to stress his product's durability.

The opportunity has been quickly taken advantage of by The Sherwin-Williams Company.

In newspaper copy in which a couple are shown speeding over a polished floor, the company relieves dancers of some anxiety in the following statement, "Sherwin-Williams' Mar-Not floor varnish should worry how long you Marathon. It has been going for 56 years."

While the above copy is addressed to the marathoners, it is to be inferred that after reading it, many a young hostess or her parents will not be so alarmed as to the after effects of a party at home on the parlor's polished floor.

G. U. Klemme Returns to St. Louis "Times"

G. U. Klemme, who for the last two years has been in charge of automobile advertising of the St. Louis *Post-Dispatch*, has resigned to accept a similar position with the St. Louis *Times*. He was on the staff of the latter newspaper before going with the *Post-Dispatch*.



What The Vindicator is doing for Youngstown, Ohio

TRADE EXTENSION WEEK has become a great semi-annual event in Youngstown and throughout the rich, steel-producing Mahoning Valley. This event was planned and is carried out in detail by The VINDICATOR, co-operating with the local Retail Merchants' Association, each Spring and Fall.

Constructive Co-operation With Merchants

Publicity features include paid display advertising space in daily, weekly and farm papers of all adjacent towns. 75,000 copies of a Special Edition carry the Trade Extension Week message to even the most remote homes within a radius of 50 miles. Merchants report enormous volume of increased business and are unanimous in their enthusiasm over this VINDICATOR business-building event.



The Vindicator

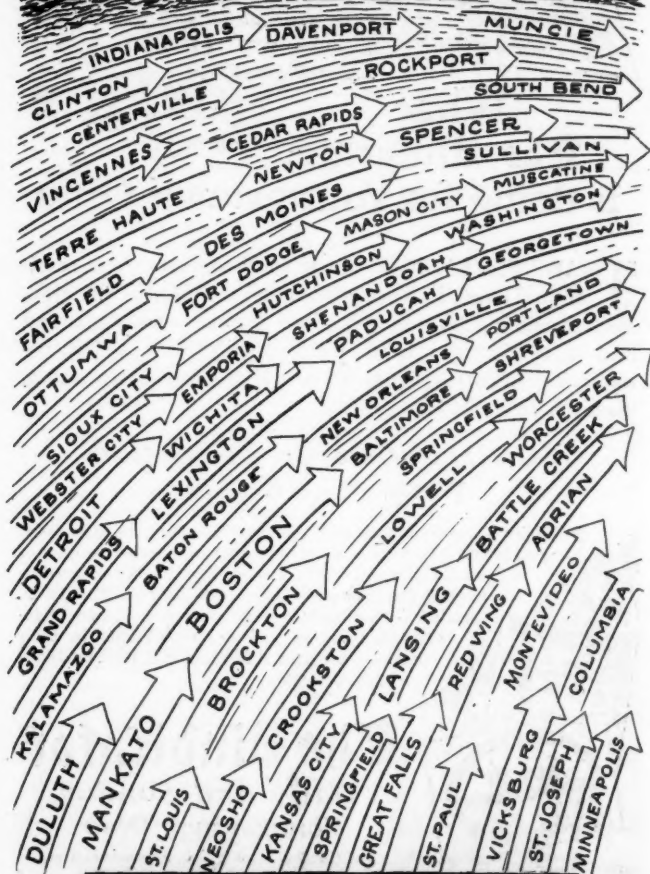
Daily and Sunday
Youngstown, Ohio

LaCOSTE & MAXWELL, Representatives

Monolith Building
New York City

Marquette Building
Chicago, Ill.

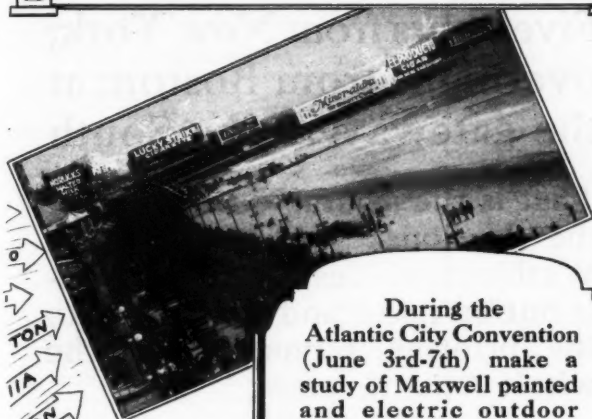
HELLO



The R.C. Maxwell Co Atlantic City N.J.

(Watch for this imprint in Atlantic City)

ASSOCIATED ADVERTISING CLUBS of the WORLD



*Maxwell
Displays of
Pleasant Persistence*

During the Atlantic City Convention (June 3rd-7th) make a study of Maxwell painted and electric outdoor advertising.

One doesn't have to dodge traffic on the Boardwalk. As a result the receptive millions there remember what they see.



The R.C. Maxwell Co. Atlantic City N.J.

(Watch for this imprint in Atlantic City)

Quality and Service Have a Larger Meaning Here



**Five hours from New York;
overnight from Boston; at
the gateway to the South**

**That is the desirable situation of
the National Capital Press at
Washington; desirable as a dis-
tributing point and for service to
the printing buyers along the
whole Atlantic coast.**

**Publishers of fine illustrated mag-
azines, and users of large editions
of advertising matter will find
it to their advantage to discuss
complete handling of printing
with us.**

Immense plant

Supplies purchased in large quantities

Low overhead

NATIONAL CAPITAL PRESS

1210 - 1212 D STREET N.W., WASHINGTON, D. C.

NOT TOO LARGE TO DO A SMALL JOB WELL

Great
A

PHI
li

of the
drawi
skelet
he in
chara
rugged
ly by
and r
put in
lately
his st

But
plishin
able

His

great

a per
back

a sha
possib

had f
remov

main.

at th
beginn

of el
possib

Adv

the P

tive

illustr

The

resist

of m

the as

atmos

may l

of p

illustr

ly to

portar

precia

displa

Sim

ated

Do it

see v

tiser

When Eliminated Backgrounds Mean More Compelling Pictorial Display

Greater Concentration of Vision Secured as a Result of Boldly Cutting
Away Non-essential and Detailed Accessories in the Illustration

By a Commercial Art Manager

PHIL MAY, the celebrated English artist, won fame because of the surprising simplicity of his drawings. Often they were mere skeletonized outlines. Seldom did he introduce backgrounds, and characterization of a peculiarly rugged kind was secured apparently by skimming off all cluttering and unnecessary pen work. He put in only that which was absolutely essential to the telling of his story.

But the manner of his accomplishing this is the more remarkable phase of his work.

His originals were drawn in great detail. He would complete a pen illustration, and then go back over it with white or with a sharp knife, and remove every possible bit of detail. When he had finished, as much had been removed as was permitted to remain. But he could not arrive at this simple technique in the beginning. It was a wise process of elimination, once he saw the possibilities.

Advertiser's are discovering that the Phil May idea is a constructive one in the preparation of illustrated campaigns.

The temptation is generally irresistible to introduce a wealth of material in backgrounds, on the assumption that more and more atmosphere is being created. This may be quite true in some types of products and of advertising illustrations, but it is more likely to detract from some one important object, than to put appreciable selling power into the display as a whole.

Simplicity is never fully appreciated until experiments are made. Do it both ways occasionally, and see what happens. One advertiser did and has been forever

won away from the cluttering handicap of totally unnecessary background detail.

A photograph had been taken of a marine engine, well to the front of the composition, and with a distant vista of docks, boats, harbor and sky. In full page space, the photograph was used exactly as snapped. But when it was necessary to make a new set of plates for double-column use in other periodicals, it was found impractical to slice off the detailed background successfully.

The artist finally silhouetted the engine, leaving just a very little of the near-on dock, upon which the machinery rested, and the skyline of water, with a boat or two, well down on the horizon. This left at least three-fourths of the article advertised projecting up against white paper. Apologies were made at the time for the brutal method of the cutting, but there was nothing else to do under the circumstances.

WHEN THE DAY OF RECKONING CAME

But when the double-column advertisement finally appeared and was considered in its relation to other advertising in the magazine, it was immediately recognized that here was the strongest, most rugged and virile display the company had ever put out. It was far better than the page composition.

The very vivid representation of the engine, in silhouette against the open area of white, with nothing to detract the eye and nothing to minimize the lights and shadows of the photograph, gave the advertisement that strength and individuality which the full page lacked.

Crowded compositions are unattractive to the human eye.

The bold and the simple invariably attract. It appears to be a law unto itself.

Phil May's shrewd methods can be put to excellent use by advertisers, in working out this commendable element of simplicity. It is of the greatest assistance in building a series of business-paper pages, where photographs are used as the base of the display.

Mount them, complete, in their position in the advertisement, and then begin to paint away everything that can be spared. Detail which is in no way necessary to the telling of a direct story and which is obviously superfluous, can be dispensed with first. But it will be found that more, and still more, can go, without harm.

And the composition gains in dominating qualities in proportion to the added simplicity. Background detail is an expensive luxury. It is certainly a thief of directness in illustrating. It scatters vision, where vision should, for commercial purposes, concentrate upon the one important feature of the picture.

A most effective example can be given at this point; one of a current series for Bassick Casters.

Advertising illustrations for this and similar products have used compositions in which all-over or detailed background views linked the product with accessories, such as room interiors, furniture, low-horizon vistas of bedrooms, parlors, libraries. Another

popular idea was to introduce figures, say of people moving such articles of furniture that required casters. Then came the simplified campaign, with the caster made as large as the space would permit—larger, even, than actual size—and silhouetted against white

paper, with absolutely no background whatsoever.

This may sound uninteresting, but the advertiser has overcome any possible objections, by the general make-up of the half-page display. A simple line cuts off the half-tone of the caster at the top, and an original drawing has been made of it, so forcefully delineated and with such sharp contrasts of light and shade, that it takes on an illustrative interest of its own, despite its mechanical subject.

It is a well-known fact that the most prosaic objects can thus be given eye attraction, by artistic touches, by emphasizing values, and by selecting a wise lighting scheme. An unembellished photograph might indeed be commonplace. The retoucher can remedy this.

But the advertiser, in such cases, offers no apologies. He is

very apt to say: "Yes, I know . . . we have no figures, no human interest, no fancy backgrounds. It is not an 'atmospheric' illustration but it will sell casters and that is our aim. People who are interested in the subject will have an impression of the product we manufacture. We are not after studio merit or artistic layouts. We want to show the thing we are selling and we want people



We Bring Our Store to Your Door—

When planning an important purchase in an electric machine, clothes washer or household iron, you have every right to expect—indeed you should demand—better service than is possible to obtain in any store.

The Apex Retoucher knows the home customer, represents our new plan by which we bring directly to your home all the facilities of our store—and more. It insures you the experience and undivided attention of a specially trained expert who is prepared to answer any question you may have to ask about modern housecleaning and laundry methods.

Should you then be interested in well, without obligating you in any way, had you for a free trial an Apex Electric Cleaner, a ROTAREX Electric Clothes Washer or a ROTAREX Home Double Ball Iron.

Our budget plan is enabling thousands of housewives to enjoy the best of these three greatest home-helping aids for saving time and money while they are paying for themselves. Ask our representative to explain this offer when he calls. Write for attractive descriptive folder.

THE APEX ELECTRICAL DISTRIBUTING CO., CLEVELAND, OHIO
Phone and Street Address: 100 E. 10th Street
Cleveland Branch: Apex Branching 10th St., Locality, 100 E. 10th St., Locality, Ohio.



ABSENCE OF BACKGROUND CONCENTRATES ATTENTION ON THE STORY TO BE TOLD

GROWTH

GROWTH is significant by reason of its causes.

When an organization steadily continues to grow, the active causes are within the organization—the effects are felt by those it serves. New ideas, continued circulation of business blood, adherence to sound principles of administration and production, of craftsmanship and of service—these are the causes of growth.

This statement is from one of our clients:

The best proof of our appreciation is that we have been continuous performers with you on catalogs and printed matter ever since you started doing work for us, and it is a pleasure to say that this will continue as long as we get the service, thought and care you put into all your labors.*

This is one of the reasons why Rogers & Company grows year by year, and becomes increasingly capable of serving you in all your problems of printed representation.

We invite your correspondence



Rogers & Company

Producers of Planned Printing

20th and Calumet
Chicago

8th Ave. at 34th St.
New York

*Russell & Erwin Manufacturing Co., New Britain, Conn.

the adrenalin
that puts life
in summer
business is
Los Angeles
activity
Los Angeles
keeps right
on buying
in summer—
as in
winter

1922's Summer was on its toes with good business, doing \$5,000,000 better than Winter.

1923 is on its way UP, though, and ought to make a new record. Why, January this year saw \$750,000,000 worth of merchandise sold here! Imagine what, in June, July and August!

Big circulation is *irresistible*

325,000 Sunday

150,000 daily

Los Angeles Examiner

Eleventh and Broadway, Los Angeles

Publishers Orchard and Farm

Pacific Coast
Representative
809 Monadnock Bldg.,
San Francisco

Eastern
Representative
1819 Broadway
New York

Western
Representative
915 Hearst Bldg.
Chicago

May 3,

to con-
else."

That
In th
paign,
gotten,
import
pen and

Rob

STANDING
ADDED

in the
element,
a piece
ters in

Howe
is in be
showing
thing on
as oppos
of muc
inevitabl
tail, sup
pheric
clutterin

The c
is in hov
order to
fictitious
to the si
A long

to concentrate on it and nothing else."

That's logic, isn't it?

In the case of the Bassick campaign, human interest is not forgotten, it is merely minimized in importance. Small, contrasting pen and ink vignettes, placed lower

court painter, that he was commissioned to paint the portrait of a monarch, on his throne. He was told that he must afford in this picture a glimpse of the regal jewels, placed in caskets at the king's feet.

The artist concentrated upon the king, making the figure a living likeness. Then he began to paint in the accessories, complaining, all the while, that every added fragment of detail merely gave the public something additional to examine. The background was unnecessary.

But the great king was interested in the jewels. Then came, when the canvas was completed, a stately crowd of Court followers. Their opinion of the picture was wanted.

"What do you think of it?" the king asked a gray and bearded philosopher.

The old man was silent for several minutes, then he remarked: "The jewels are so real, they could be plucked from the canvas and worn; the tapestries could be

hung on our own walls; the throne is of greater beauty than the real throne."

This was enough for the monarch. They had seen the background first, and the king last of all.

The artist had been right all along. A better plan would have been to eliminate the background. The king had not thought of that!

This story admirably illustrates the fault with many advertising pictures. There is too much "art" and too little intensive concentration.

Salesmanship is forgotten in a desire to make a beautiful canvas.

If the right kind of work is put on the silhouetted object, there



Robbins & Myers
Motors and Fans

STANDING ALONE THE PRODUCT SEEMS TO HAVE TAKEN AN ADDED VIGOR THAT IMMEDIATELY ARRESTS THE EYE

Small text block containing technical specifications and company information, including 'Robbins & Myers Co., 100 N. 1st St., Philadelphia, Pa.' and 'Manufactured in U.S.A.'.

in the composition, supply this element, with a complete view of a piece of furniture and the casters in action.

However, our main argument is in behalf of the use of bold showings of one thing and one thing only, where occasion permits, as opposed to the overworked idea of much background and the inevitable, often commonplace detail, supposedly used for atmospheric purposes, and, in reality, cluttering up the entire display.

The only proviso we can see is in how this copy is prepared, in order to give perhaps slightly fictitious charm and artistic merit to the silhouetted subject.

A long time ago, it is told of a

need be no fear concerning the power of the illustration to hold its own against innumerable human interest and scenic subjects. Making the inanimate interesting, through power of technique, is an old story.

In a page advertising Robbins motors and dynamos, both technique and unusual perspective served to accomplish this, the artist making an original drawing of the object, as seen from slightly above. Then glittering steel points of light, artistically distributed, made the inanimate formation of metal "sing" with interest. And with what vigor did it "stand out" against its clean background of white!

And that is the dominant idea, the instantly apparent virtue of this plan: the illustrations certainly have a "clean" and clear-cut appearance. They seem actually to relieve the eye as well as to invite it.

Try the same identical idea in the handling of either wash drawings where figures are the dominant note, or where photographs from models are employed.

A year's campaign of compositions for Mason Cord Tires has adopted the basic contention that there is no better possible background for advertising illustrations than plain paper.

One of these might show a car, in the distance, drawn up beside a lake, above whose clear surface two ducks are winging in sudden fright.

There is no half-tone tint of sky, no water; only a car, a fragment of shore line and the winging birds are used. Everything else is white, routed out so on the original plate and so planned in advance by the artist.

Much of the individuality of this series would have been lost had the half-tone been squared off, with an over-all tint, covering every available square inch of space. As they now stand, the illustrations are original, daring and entirely distinctive. They at once appeal to you as being a new note.

In a like manner, Rotarex Vacuum Cleaner illustrations this year

show figures silhouetted against the white, that are strangely simple and commanding. To suggest that the salesman is delivering a machine to a pleased housewife, it is unnecessary also to introduce a door, pictures on the wall and the various intricate details of a home setting. All this is understood.

In the large majority of cases, background detail is really unnecessary. We leave it there because it was there originally in the photograph or was suggested by the artist, who is prone to such things in rich abundance.

No plea is made to do away with all accessories, but the suggestion is advanced that many advertising illustrations would be stronger, more compelling and better for the purpose, with very much less in the way of background.

Surely it will pay to try the idea. If no better plan suggests itself, cut out white paper and lay it over some of this background detail—and see what happens as it bears upon the remainder of the composition.

You are apt to find that simplicity means strength.

Has Apollo Piano Account

The Henriette Weber Advertising Bureau, Chicago, has been appointed to handle the advertising of the Apollo Piano Company, De Kalb, Ill. Direct-mail, newspaper and magazine advertising is planned for this account.

The advertising account of the Marsh Laboratories Company, Chicago manufacturer of phonograph records, also has been placed with the Henriette Weber Advertising Bureau.

New Advertising Business at Syracuse

The Standard Letter & Advertising Company has been established at Syracuse, N. Y., by H. A. Allen and L. A. Wilding. Mr. Allen was recently with the advertising department of the Syracuse *Post-Standard* and formerly had been with the Worcester, Mass., *Telegram* and Springfield Union.

Rufus C. Gillmore Returns to Capital Agency

Rufus C. Gillmore, previously with the Capital Advertising Company of New York, Inc., as copy chief, has returned to that agency in a similar capacity.

**"It does all that you
stated and more too"—**



**Labeling
Absorbent Cotton
Cartons**

"There is absolutely no comparison between labeling by hand and with this machine; it pastes the labels on our cartons so much more neatly and uniformly than we were able to paste them by hand."

Very truly yours,

GOTHAM ASEPTIC LABORATORIES,
A. RADETZKY, Prop.

He refers to his

WORLD LABELER

Labels glass, metal, wood, cardboard—

ECONOMIC MACHINERY CO.

71 Union Street, Worcester, Mass.

Bring Your Labeling Problems to Us

THE GUILD is a free-for-all organization of free lance artists, maintained by them to simplify the complexity of the art buying situation. Its service is free to you. So when, in connection with any art problem you wonder who, what or where, call on the Guild, in person — by mail — or wire.

**THE GUILD OF
FREE LANCE ARTISTS**

OF THE AUTHORS' LEAGUE OF AMERICA, Inc.

22 E. 17th St., N.Y. Stuyvesant 8200

May

A
Get

quest
the
tors,
what
The
social
(give
of A
the c
appea
of th
the
Wile
Harr
Ang
of th
New
and
Wor
the c
inter
incre

ADVER

Qu
radio
venti
such
Whe
gram
free
shoul
progr
depar
use
sales,
ably
vertis

It
tions
comm
mitte
back
direct
P. J
merc
Stron
B. F
Danie
Louis
Sund
Ange
Louis
delph

Advertising Matters Get Attention at News- paper Convention

(Continued from page 28)

question should be submitted to the association's board of directors, with full power to act in whatever manner it saw fit.

The annual report of the Association bureau of advertising, (given in part in *PRINTERS' INK* of April 26) when read before the convention brought forth an appeal for more general support of the bureau. W. F. Rogers of the *Boston Transcript*, Louis Wiley of the *New York Times*, Harry Chandler of the *Los Angeles Times*, S. E. Thomason of the *Chicago Tribune*, Fleming Newbold of the *Washington Star*, and Amon G. Carter of the *Fort Worth Star-Telegram*, urged upon the convention active membership interest in the bureau's work to increase newspaper advertising.

ADVERTISING STATUS OF RADIO TO BE DETERMINED

Questions involving the use of radio were brought before the convention for discussion. Among such questions were the following: Whether radio broadcasting programs in news columns constitute free advertising and if newspapers should discontinue printing radio programs without charge; whether department stores would eventually use the radio for broadcasting sales, and what effect radio probably would have on newspaper advertising generally.

It was decided that these questions should be studied by a special committee. The following committee was appointed to report back on the radio question to the directors of the association: C. P. J. Mooney, *Memphis Commercial Appeal*, chairman; W. A. Strong, *Chicago Daily News*; E. B. Piper, *Portland Oregonian*; Daniel Nicoll, *New York Mail*; Louis Hannoch, *Newark, N. J., Sunday Call*; Harry Chandler, *Los Angeles Times*; Elzey Roberts, *St. Louis Star*; Rowe Stewart, *Philadelphia Record*; Amon G. Carter,

Fort Worth Star-Telegram, and H. S. Scott, *Detroit News*.

Postmaster General Harry S. New appeared before the convention at its opening session. In a brief address he outlined means and ways to bring about closer cooperation between the post office and newspaper publishers.

The general work of the convention and the activities of the association were outlined by the president, Paul Patterson of the *Baltimore Sun*, in a very brief address.

Mr. Patterson, it should be said here, was re-elected to the presidency of the association.

In his brief report Mr. Patterson said:

"I think it may well be taken as evidence of the importance of these gatherings that publishers find it desirable to leave their busy offices to give the time to this week's deliberations; it is evidence, again, that this association functions as the only possible clearing house of ideas on a national basis and serves as a reminder that the functions of this association cover a tremendous range in dealing with the problems of every section of the English-speaking portions of the continent and of every size and type of daily newspaper.

"For this reason it is well to bear in mind that our consideration of the matters presented for discussion and action must be on a nation-wide basis.

"It gives me a great deal of pleasure to bear witness to the excellent work done by your various committees since the last convention. Many important matters have arisen, requiring prompt and aggressive attention. I feel certain that after reading the detailed reports of these committees you will agree most heartily that they have done exceedingly well and have rendered a service of inestimable value not only to our membership but to every newspaper in the land.

"Very soon after the 1922 convention the Committee on Federal Laws engaged itself in an active campaign to prevent the imposition of a duty on sulphite pulp.

In furtherance of this work a most effective organization of subcommittees in each State was worked out and through these State Advisory Committees able support was secured for the efforts of the main committee. The result was evidenced in the prevention of the proposed tariff.

"In the late summer months the news-print paper situation developed in such a way as to require especially aggressive and intensive work by the Paper Committee and the News-Print Conservation Committee. In this effective campaign assistance was secured from the many special subcommittees which were organized in practically every State for that purpose each under the supervision of a State Chairman. Consumption of news-print had increased so rapidly over the first six months of the year that paper prices began to advance steadily. Demands for spot news were so heavy as to encourage practically all manufacturers to advance prices for contract paper under provision of the contracts allowing quarterly adjustment. By early autumn contract prices had been pushed up from an average of \$3.50 per hundred pounds to \$3.75 and in some instances \$4.00, and it was freely predicted by many manufacturers that a \$4.00 per hundred rate or higher would prevail for the year 1923.

"The News-Print Conservation Committee and its very effective subcommittees conducted a vigorous campaign to impress upon publishers the necessity of holding down as much as possible on the consumption of news-print in order to lighten the pressure in the spot market; at the same time strong representations were made by the Paper Committee to the manufacturers to avoid a serious upset of conditions by holding the contract prices for 1923 at a reasonable figure. These counsels of moderation prevailed to such an extent that a price of \$3.75 a hundred was fixed for the first six months of the year. Consumption is continuing at a record breaking rate, but fortunately expansions have taken place in the

news-print mills at a rate that should provide an ample supply of paper provided publishers avoid extravagant and wasteful use of paper.

"After much patient work the Committee on Arbitration Contracts successfully concluded negotiations for a new arbitration contract with the International Printing Pressmen and Assistants' Union of North America, on the basis laid down by the resolution adopted by the convention in 1921. The situation as to the negotiations with the remaining unions continues deadlocked and presents one of the most important problems for consideration by the convention.

TRAFFIC COMMITTEE HAS ACTIVE YEAR

"The Committee on Traffic has had a particularly active year. Traffic conditions on the railroads became very acute in the fall. Many manufacturers were reporting shortages of cars. In certain sections of the country embargoes on certain classes of freight were established. The Traffic Committee has dealt most effectively with both situations. It has kept in active touch with the various mills and by keeping the railroads constantly and fully informed as to the pressing needs of adequate car supply has managed to relieve all pressing cases of car shortages. Individual appeals from publishers have been dealt with effectively. The Traffic Committee also was very active in relieving news-print shipments from various embargoes and restrictions. In this connection, it is only fair to state that the Traffic Committee has found the responsible officials of the railroads responsive to its appeals and anxious to do all that was in their power to meet the requirements of the situation.

"Only in the case of the fight for a reasonable modification of the postal rates is it necessary to record failure, and this is in no way due to lack of intelligent and vigorous efforts on the part of the Postal Committee. The refusal of Congress to grant the remedy asked for in this connec-

Chieftain Bond

FOURTEEN COLORS. If you are a manufacturer or merchant and realize the value of advertising, you will find it pays to use color *in your advertising*. Color can be made a valuable aid in arousing and guiding the buying impulse.

If you are a printer you can render your clients a service of great value by explaining the power of color.

CHIEFTAIN BOND comes in fourteen shades, besides white. There is just the tint that will quicken the response to any advertising message. It is the only good bond made in so many colors.

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the  Names

WISDOM BOND
GLACIER BOND
STONEWALL LAMEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Fuel Fallacies Throttle Industry

By Floyd W. Parsons

Editorial Director, Gas Age-Record



Down in Mexico the natives in many places continue to plow the ground with crooked sticks. The pulling power is supplied by oxen which are yoked to the primitive implement in the same manner that was employed generations ago. In fact, the method of harnessing the oxen is so crude and inefficient that the beasts are able to exert only one-half their strength effectively. But the Mexican peons are slaves of habit, and they proceed on the principle that what was good enough for their forefathers is all right for them.

We laugh at the Mexicans and think what fools they must be to waste time and effort following practices that were obsolete centuries ago. But the truth is that in this matter of being bound by precedent, we Americans in many ways are quite like the Mexicans. In the matter of our combustion practices, the majority of the people in the United States are living in ruts so deep that they have to look straight up to see the sunlight. We are amused by the story that over in Russia the average citizen must pay five million rubles to buy a pair of shoes. Is it any less funny that here in America a lot of people are saving cigar coupons to get baby grand pianos? It's all in the point of view.

We commenced the practice of developing heat by firing raw coal directly into our furnaces, when we knew comparatively nothing about the values that were wasted up our chimneys, and the damage to health

and property that results from a smoke-laden atmosphere. It is human to err, but diabolical to persevere.

A few far-seeing people predicted years ago that unless we immediately stopped burning up our future, the cost to the nation would be beyond estimation. No attention was given to the warning, and we have now started in to pay for our indifference. The crisis in our national fuel situation is no longer merely approaching—it has actually arrived. For years we were able to make such progress along the lines of increasing the efficiency of our mining methods and combustion practices that notwithstanding our criminal waste, each year witnessed a decline in the cost of effective heat to consumers, in spite of the continual advance in wages and the prices of most materials. Now fuel costs are mounting faster than the savings due to increases in efficiency.

We must all get hold of the fact that there can be no permanent prosperity in the United States unless we have cheap and plentiful heat and power. No difficulty confronts us in the matter of an adequate fuel supply. The nation's great danger lies in our blind adherence to the belief that we can go on burning coal in its raw state. Eventually every ton of coal that is mined in the United States will have its heat values converted into liquids and gases which will be distributed to homes, mills and factories for combustion purposes, through pipes. If this must come eventually, why not now? Why wait until fuel waste has so advanced the cost of heat that the rise will place a restraint on industry and a burden on life? The idea that electricity can be used as a general agent of heat is a snare and a delusion. Remember that nothing in the world can be burned until it is first heated and converted into a gas.

For data on application of your products to this industry write

Robbins Publishing Company, Inc.

52 Vanderbilt Ave., New York

Chicago

Cleveland

Boston

San Francisco

Publishers of GAS AGE-RECORD

Gas Engineering and Appliance Catalog

Brown's Directory of Amer. Gas Companies

Members A. B. C. and A. B. P.

tion is due to the unabated antagonism on the part of a certain group of Congressmen, and this situation may be expected to continue until newspapers have succeeded in making them understand the unjustness and unreasonableness of the existing rates."

In addition to re-electing Mr. Patterson to the office of president, the association re-elected its other officers. These are: S. E. Thomason, *Chicago Tribune*, vice-president; John Stewart Bryan, *Richmond News-Leader*, secretary, and Howard Davis, *New York Tribune* treasurer.

The following directors were re-elected for two-year terms: E. H. Baker, *Cleveland Plain-Dealer*; Hilton U. Brown, *Indianapolis News*, and E. H. Butler, *Buffalo News*. F. J. Burd, *Vancouver, B. C., Daily Province*, was elected for two years to succeed J. E. Atkinson, *Toronto Star*. The directors whose terms expire next year are T. R. Williams, *Pittsburgh Press*; Harry Chandler, *Los Angeles Times*; Charles G. Bell, *Savannah News*.

The annual dinner of the Bureau of Advertising on the evening of April 26 closed the convention.

It was at this dinner that Lord Robert Cecil, Senator George Wharton Pepper, James W. Gerard, former Ambassador to Germany, James A. Emery, counsel of the National Association of Manufacturers, and Will Rogers spoke.

It also should be said that it was at this dinner that Louis Wiley of the *New York Times* was toastmaster. His wit and humor went to make up one of the highlights of the evening.

Morning Newspaper Publishers Meet

THE recently formed Morning Newspaper Publishers Association held its first New York meeting at the Waldorf-Astoria late in the afternoon of April 25. About sixty morning newspaper publishers or representatives attended the meeting.

The meeting was under the

chairmanship of A. Schaefer of the *Fort-Wayne Journal Gazette*. Mr. Schaefer made the first address of the meeting, stating the purpose of the new association, and calling for the co-operation of all morning newspaper publishers throughout the country.

The chief object of the association is to present to national advertisers information regarding the morning newspaper as an advertising medium.

Addresses were also made before this meeting by Louis Wiley of the *New York Times*, L. K. Nicholson of the *New Orleans Times-Picayune*, and J. D. Barnum of the *Syracuse Post-Standard*.

The executive committee of the association met the day following this meeting with James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies.

F. B. Noyes Again Heads Associated Press

A TWO-DAY annual meeting of the Associated Press preceded the convention of the American Newspaper Publishers Association. It was at the annual luncheon of the Associated Press on the second day of its meeting that President Harding made his address.

Seven vacancies in the board of directors of the organization were filled.

The following were elected for a term of three years: Benjamin H. Anthony, *New Bedford, Mass., Standard and Mercury*; H. V. Jones, *Minneapolis Journal* (re-elected); W. L. McLean, *Philadelphia Bulletin* (re-elected); Frank B. Noyes, *Washington Star* (re-elected), and Adolph S. Ochs, *New York Times* (re-elected).

To fill the term of C. A. Rook, formerly of the *Pittsburgh Dispatch*, resigned, Stuart H. Perry, *Adrian, Mich., Telegram*, was elected. His term will expire in 1925.

To fill the unexpired term of D. D. Moore, *Fort Worth,*

Texas *Record*, resigned, Frederick I. Thompson of the Birmingham, Ala., *Age-Herald* was elected. His term will expire next year.

At a meeting of the board of directors, which was attended by the new members, Frank B. Noyes was re-elected president. The other officers, all of whom were re-elected are:

First vice-president, Florence D. White, New York *Evening World*; second vice-president, George B. Dealey, Dallas *News*; secretary and counsellor, Melville E. Stone, New York; assistant secretary and general manager, Frederick Roy Martin, New York; and treasurer, J. R. Youatt, New York.

The board elected the following as members of its executive committee.

Frank B. Noyes, Washington *Star*; W. L. McLean, Philadelphia *Bulletin*; Adolph S. Ochs, New York *Times*; Charles Hopkins Clark, Hartford *Courant*; Elbert H. Baker, Cleveland *Plain-Dealer*; Clark Howell, Atlanta *Constitution*, and E. Lansing Ray, St. Louis *Globe-Democrat*.

Finding it inconvenient to attend the frequent meetings, Victor F. Lawson, of The Chicago *Daily News*, withdrew as a member of the executive committee.

Two New Accounts with Fred M. Randall Agency

The International Stamping Company, Chicago manufacturer of tire carriers and other automobile accessories, and the Robert Rossman Company, New York, selling agent for "Rossman" bathroom accessories, have placed their advertising accounts with the Chicago office of the Fred M. Randall Company, Detroit advertising agency. National publications and business papers are to be used for the former account. National and architectural periodicals will be used by the Rossman company.

Changes in Staff of "System" and "Factory"

J. R. Ostell, formerly with the Associated Farm Papers at Chicago, has joined the Western staff of *System*. E. J. Palmer, who has been with the advertising department of *Factory*, has joined the Chicago office of Brown & Bigelow, advertising specialties.

More About the Scramble for Six Per Cent Men

THE WILLIAM FEATHER COMPANY
CLEVELAND, O., Apr. 27, 1923.

Editor of PRINTERS' INK:

My eye caught the line "The Scramble for Six Per Cent Men" when I opened the issue of April 19.

The other day I was talking to a movie man and I asked him if the high salaries paid to movie actors were "paper" or real money.

He said they were real, that the drawing power of a popular player was so great that the producer could easily afford to pay several hundred thousand dollars a year to any one of a half dozen actors. He said there was far less risk in paying a high salary to a man of known drawing power than in paying a moderate salary to an unknown player.

No one sees any incongruity in paying a salary of say, \$10,000 a year, to the manager of a business doing a gross annual volume of \$250,000 a year. If this man increased the volume to \$25,000,000 per year and maintained the same rate of profit, it would seem to me he would easily be worth \$100,000 a year. In fact, if his salary were based on the old rate, it would be \$1,250,000 or 5 per cent of the gross volume.

We all know how a change in the directing head of a company often turns a failure into a success. What is the president of a company that is losing money worth? Now, suppose a competitor is paying its president \$50,000 a year, and in addition is earning 10 per cent annually on its capital. Would anyone suggest that the salary of the second man be reduced? And would anyone suggest that the salary of the first man be raised, even if it were as low as \$2,500 a year.

Buildings, machinery, ships, trucks and locomotives are worth nothing unless they are vitalized by human energy.

Every owner of capital quickly comes to realize that the discovery and development of men competent to manage enterprises is the most difficult job of all. Finding capital is simple compared to finding men competent to direct capital.

Capital literally pours into the lap of the man who establishes an unblemished reputation for honesty earning respectable and certain profits.

THE WILLIAM FEATHER COMPANY.
WILLIAM FEATHER, President.

Girard Hammond Joins Crowell Company

Girard Hammond has joined the sales force of The Crowell Publishing Company, New York. He will make his headquarters at New York as a representative of *Collier's*. Mr. Hammond previously had been sales manager of the Dairymen's League Co-operative Association, Inc., Utica, N. Y. He was at one time advertising manager for both the association and the *Dairymen's League News*.

1900 — A Waste of Sand Dunes 1923 — Indiana's Sixth City

THAT'S what the sands of time have done for Gary. In a few years Gary has developed into a prosperous city of 63,000 industrious people. A complete city of good homes and excellent retail stores, where community spirit is high and everything is bought right at home.

COMMUNITY spirit insures the patronage of home enterprises. That's what makes the Post-Tribune so vitally necessary to national advertisers. With a city circulation of over eleven thousand it is an invited guest in 11 out of every 12 Gary homes.

FEW if any cities of 63,000 can be so effectively covered at so low a cost.

GARY POST-TRIBUNE

Gary, Indiana

Western Offices

Kearney & Co.

Peoples Bldg., Chicago

Eastern Offices

Kearney & Co.

Peoples Bldg., N. Y.

Protect Yourself this Fall and Winter

Winter Holds No Fears

Duofold

For New York State Manufacturers

The Moser & Cotins agency is peculiarly the possession of New York State industries. It is organized especially for *them*. It is located in the center of the state to furnish specialized knowledge, experience, and facilities in the interests of aiding *their* business.

It has been in business over eight years, and handles only accounts of manufacturers and service corporations of known integrity. It maintains a staff of eight men and has all the standard agency facilities.

If you are located in this state and would like to or care to know more of this type of service, feel free to inquire of us about it.

MOSER & COTINS • Advertising
UTICA, N.Y.



Member
AMERICAN ASSOCIATION
OF ADVERTISING AGENCIES

Texas
War

Adve
held a
purpose
of aiding
sale of
was pr
tenth d
ciated
Delegat
Houston
Antonic

A re
the app
Austin
actment
is now
of the

The
appoint
Tompki
Busines
ager H
O. C.
Reed,
since m
and is
of the
complete
State w
enactme
in Aust

Jones
E

Jones
has pur
Stores,
and one
in Wes
latter o
in exces
The
Inc., of
190 citi
centage
importin
ness. I
at \$17.3
for the
year.

Kansas

H. I
presiden
ing Clu
ber 1.
Wachtel
Francis
dent: G
W. R.

A. C.

S

Alfre
departm
Compan
Mr. Str
coast C
the Wel
art, bot

Texas Advertising Clubs to War on Fraudulent Securities

Advertising clubs of Texas recently held a conference at Fort Worth for the purpose of considering ways and means of aiding the Government in curbing the sale of fraudulent stocks. The meeting was presided over by E. W. Bateman, tenth district vice-president of the Associated Advertising Clubs of the World. Delegates were in attendance from Houston, Galveston, Corsicana, San Antonio, Fort Worth and Dallas.

A resolution was adopted calling for the appointment of a committee to visit Austin and use its influence for the enactment of Blue Sky legislation which is now pending before the special session of the Texas legislature.

The following committee was then appointed: Hugo Swan, chairman; E. J. Tompkins, manager San Antonio Better Business Bureau; A. D. Collins, manager Houston Better Business Bureau; O. C. B. Nau, Corsicana, and L. W. Reed, Galveston. The committee has since met with Governor Neff of Texas, and is now drafting a bill with the aid of the Attorney General. When this is completed, every advertising club in the State will be called upon to aid in its enactment. The committee is represented in Austin by George Purl.

Jones Brothers Tea Company Buys Grocery Chain

Jones Brothers Tea Company, Inc., has purchased the Progressive Grocery Stores, Inc., a chain of sixty-two stores and one warehouse located principally in Westchester County, N. Y. The latter organization reports gross sales in excess of \$3,000,000 during 1922.

The Jones Brothers Tea Company, Inc., operates 493 stores located in 190 cities; manufactures a large percentage of its goods, and also does an importing, wholesale and jobbing business. Retail store sales are reported at \$17,397,000 for 1922 and \$1,590,225 for the first quarter of the current year.

Kansas City Advertising Club Elects Officers

H. P. Comstock has been elected president of the Kansas City Advertising Club for the year beginning September 1. Other officers are: W. W. Wachtell, first vice-president; Mrs. Francis M. Connally, second vice-president; George M. Husser, secretary, and W. R. Snodgrass, treasurer.

A. C. Strasser Joins Dorrance, Sullivan & Company

Alfred C. Strasser has joined the art department of Dorrance, Sullivan & Company, New York advertising agency. Mr. Strasser was formerly with the Pan-coast Company, general art work, and the Welanetz Company, Inc., commercial art, both of New York.

New Cocoa and Chocolate Association Formed

The Association of Cocoa and Chocolate Manufacturers of the United States was formed recently at a gathering of manufacturers in that industry at New York.

The officers elected were: President, H. C. Gallagher, president, Walter Baker & Company, Ltd., Dorchester, Mass.; Vice-president, Wm. F. R. Murrie, president, Hershey Chocolate Company, Hershey, Pa.; Treasurer, Wm. H. Watt, vice-president, Hooton Cocoa Company, Newark, N. J., and B. K. Wilbur, vice-president, H. O. Wilbur & Sons, Philadelphia, as a member of the executive committee to gether with the president and vice-president.

Made Director of Richmond Better Business Bureau

Ryland C. Church, assistant director of the Washington, D. C., Better Business Bureau, has been appointed director of the Richmond, Va., Better Business Bureau, to which he had been temporarily assigned by F. K. Wholley, director of the Washington Bureau and district vice-president of the Associated Advertising Clubs of the World.

The Richmond Bureau has been reorganized by Mr. Wholley, Morton G. Thalhimer, president of the Bureau, and R. E. Hotze, Jr., president of the Richmond Advertising Club, who plan to put the Bureau into immediate action with a budget of more than \$10,000.

Fargo "Courier-News" Changed to "Tribune"

The Fargo, N. D., *Courier-News*, morning newspaper, has been purchased by the Fargo Tribune Company, controlled by J. P. Dotson of Fargo and Clarence W. Brown of St. Paul, and its name changed to the *Fargo Tribune*. Mr. Dotson, president and treasurer, was owner of the *Fargo Forum* from 1912 to 1917, and is the present owner of Walker Brothers & Hardy, printers and lithographers, also of Fargo. Mr. Brown, vice-president and business manager, was formerly advertising manager of the *Forum*, and more recently was with the *St. Paul News*.

Chicago Art Institute Advances W. J. Sherwood

W. J. Sherwood, for the last twelve years manager of the *Art Institute Bulletin*, published by the Art Institute of Chicago, has been appointed publicity director of the Institute.

R. F. Wood Is Advanced by Autocar Company

Robert F. Wood, formerly assistant advertising manager of The Autocar Company, Ardmore, Pa., has been made advertising manager.

Advertising Commission Discusses Convention Plans

Also Hears Address by E. T. Meredith on Farmer; Apprises New Code for Retail Advertising; Holds Church Advertising Conference and Votes for London for 1924 Convention

A PUBLIC meeting addressed by several of the country's leading authorities on advertising; a report by E. S. Goldstein on a new code of ethics for retail store advertising, containing twenty-four definite standards of practice which the Associated Retail Advertisers will soon be asked to adopt; a conference on church advertising, addressed by Dr. Christian F. Reisner, of New York; and a discussion of the coming Atlantic City convention of the Associated Advertising Clubs of the World—these, briefly, were the high points of the April

meeting of the National Advertising Commission, which was held in Cleveland, April 24 and 25, at the Statler Hotel. The Cleveland Advertising Club was host to the meeting.

The first day of the convention was devoted to executive sessions of the commission members, with W. Frank McClure, of Chicago, presiding. Reports on plans for the Atlantic City convention were read by the representatives of the twenty-two departments in the Associated Advertising Clubs of the World. Because of the shortage of time allotted departmental sessions at the convention, requests for additional sessions from several members were refused.

After a lengthy discussion, the Commission approved the holding of the 1924 advertising convention in London, England, but made it clear that it was only expressing individual preference. The final decision rests with the coming national convention.

A conference on church advertising, attended by many of the



DORRANCE, SULLIVAN & COMPANY

Formerly Grandin-Dorrance-Sullivan, Inc.

Advertising

130 WEST FORTY-SECOND STREET

NEW YORK

Main at Colfax
SOUTH BEND

McCormick Building
CHICAGO

Portland Press Herald

Leads 71 Newspapers

Heywood-Wakefield Company

EXECUTIVE OFFICES

209 Washington Street, Boston 9, Massachusetts

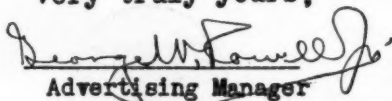
(Excerpt from a letter)

I want to compliment you on securing dealer tie-up copy.

Up to the present you have secured the largest lineage of dealer tie-ups.

This is quite some record when you consider that we are using 71 of the best papers in the East and Southeast.

Very truly yours,


Advertising Manager

George W. Rowell, Jr.
MAC

Perhaps We Can Serve You as Well

Portland Press Herald

Portland, Maine

OTTO H. KAHN

Kuhn, Loeb & Company, New York City

SAYS—

"I know of no more valuable and dependable guide than the Harvard Economic Service toward enabling men of affairs to judge the coming trend of business conditions and to determine their course of action in the light of such judgment"



You can secure a booklet descriptive of the Harvard Service and sample copies of reports by addressing

HARVARD ECONOMIC SERVICE

710 WADSWORTH HOUSE

HARVARD UNIVERSITY, CAMBRIDGE, MASS.

leading
took
The
F. Re
dent
Depar

A
commi
the re
of the
The
Mered
Agricu
the A
of the
Succes

Spea
Influen
Busine
the clo
ers' pr
condit

"Ad
farm
the co
yearly
since
same
of fa

T
G

U

T

leading ministers of Cleveland, took place Wednesday morning. The speaker was Dr. Christian F. Reisner, of New York, president of the Church Advertising Departmental.

At noon, the members of the commission were entertained at the regular Wednesday meeting of the Cleveland Advertising Club. The speaker was Hon. E. T. Meredith, former Secretary of Agriculture, former President of the Associated Advertising Clubs of the World, and publisher of *Successful Farming*.

Speaking on the subject of "The Influence of Agriculture on All Business," Mr. Meredith stressed the close relationship of the farmers' prosperity to general business conditions.

"Added income for each acre of farm land affects the business of the country," he said. "The average yearly return in dollars per acre since 1866 has been \$14. For the same period, the average number of failures per year has been

ninety-five for each 1,000 businesses.

"Figures, based on a number of years' study show that when the farmers' income fell below \$14, business failures increased, and also the reverse. Therefore, adding a dollar to the farmers' income, or subtracting a dollar from it, had an important effect on general business."

Mr. Meredith pointed out that the farmer did not receive or spend his money in any one part of the year. "In ten central States, the farmer received no less than six per cent and no more than ten per cent of his income in any one month," he said.

The closing session began at two o'clock and was addressed by G. R. Schaeffer, advertising manager of Marshall Field & Company, on the subject of "Some of Our Theories about Advertising and Their Practical Application"; Dr. Christian F. Reisner, "Why Advertise the Church?"; George S. Fowler, advertising manager of

The KNIT GOODS GROUP

*Knitted Fabrics
Apparel*

*The
Underwear & Hosiery
Review*

*Sweater News
and
Knitted Outerwear*

The Journals of the Knit Goods Trade

*Published monthly
by*

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N. Y.

the Colgate Company, "The Age of Influence"; and Charles F. Hatfield secretary and general manager of the St. Louis Convention and Publicity and Tourist Bureau, "Community Building Through Publicity."

In closing, the commission adopted a resolution urging local advertising clubs to place expert assistance at the disposal of the ministers. The resolution read in part:

"We recognize the increased interest in church attendance as a general sign. It is helpful in stabilizing business, and inspiring continued prosperity, as well as building up health and character needed in the world today."

Corn Products Earnings for Quarter Increase

The Corn Products Refining Company, "Karo Corn Syrup," "Mazola," "Argo" and "Duryea's Starch," New York, for the three-month period ended March 31, reports net earnings of \$3,583,545 after Federal taxes, as compared with \$2,621,287 in the corresponding period of 1922.

Blackett & Sample, New Advertising Business

Hill Blackett and John G. Sample have started an advertising business at Chicago under the name of Blackett & Sample. Mr. Blackett has been with Lord & Thomas in Chicago for several years and was formerly manager of the Lord & Thomas San Francisco office. Mr. Sample has been with the Curtis Publishing Company for the last three years, being in charge of *The Saturday Evening Post* advertising in Chicago.

Blackett & Sample will handle the advertising of the Bassick Manufacturing Company, Van Ess Laboratories, Standard Cap & Seal Company, National Trading Company and the Wander Company, all of Chicago, and Holcomb & Hoke, Indianapolis.

A Barber Shop Advertises to Tenants of a New Building

The Terminal Barber Shops, New York, wished to attract the attention of the tenants of a new skyscraper in its neighborhood. So newspaper space was employed and "Addressed to Tenants of the New Bowery Savings Bank Building." The copy comments on the dignity the building's honorable name lends to the tenants and parallels it with "in a humbler way, that much is true of the Terminal Barber Shops" which are located in the Hotel Commodore, "one flight up, one minute over the way!"

Carload Orders from One Advertisement

One paint and varnish manufacturer (name on request) stated: "We have one account, a carload buyer, who placed his first order with us as a result of one of our ads in **HARDWARE AND METAL** over 16 years ago and he is one of our best accounts today. This one account alone pays us handsomely for our yearly advertising in **HARDWARE AND METAL**." This advertiser uses from 26 to 52 full pages each year and never misses our Annual Spring and Fall Buying and Directory numbers issued in March and August.

If interested in the Canadian hardware trade, you will be interested in a booklet entitled "What the Canadian Hardware Trade Has to Say Regarding **HARDWARE AND METAL**."

Hardware Metal

MEMBER A.B.C.

MEMBER A.B.P.

Canada's National Hardware Weekly Since 1888

143-153 University Ave., Toronto, Canada

Consider the readers of
INTERNATIONAL STUDIO
.....who are they?

THROUGH its authentic presentation of all phases of the fine arts, both ancient and modern.....through its editorial appeal and educational value.....in fact, by its very physical appearance, *International Studio* must of necessity be included in the current reading of the art patron, connoisseur and collector.

*Who are the patrons of art.....
 the connoisseurs.....the collectors?*

They are a class representing the very bulwark of the nation's purchasing power. They are primarily the persons of means, of education, of position and influence in their respective communities. They are the patrons of the arts, the supporters of libraries and colleges, the sponsors for civic improvement and social betterment.....they are the *true* representatives of class circulation.....they are the readers of

**INTERNATIONAL
 STUDIO**

A · M · CAREY · *Advertising Manager*

49 West 45th Street

New York City



ANNOUNCEMENT

WE have pleasure in announcing that we have taken over the business of the Photo-Engraving Plant of Messrs.

HARPER & BROTHERS

This will give us extra facilities for handling a large volume of work, at the same time maintaining the high standard of quality our customers demand.

Day and night service

ELECTRO-LIGHT ENGRAVING CO.

411-415 Pearl St. NEW YORK Beekman 2350

May
C
(
done
of w
deal
there
busin
ing r
ing a
store
friend
the p
was
havin
know
distr
whole
throug
"On
told
year
and h
on his
sudden
gan t
not b
ready
tomer
payme
selves
the ca
ing o
he wa
tail b
my fr
"Yo
me so
got to
mind
the fa
ured
at cos
I owe
good
worth
bough
merch
prices
sooner
lieved
about
which
our fa
didn't
left o
that d
began
merch

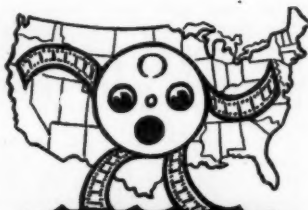
Out-of-Date Credit Information

(Continued from page 6)

done much business for a couple of weeks, but didn't pay a great deal of attention to it because there is always a lull in retail business just before the fall buying really sets in. But one morning as I was going down to the store I heard that one of my best friends had made an assignment the previous evening. This friend was in the automobile business, having the agency for a well-known car for which he was retail distributor in the city, besides wholesaling to country dealers throughout a dozen counties.

"Only a month before he had told me that his profits for the year bid fair to net him \$50,000 and he actually had the business on his books to show for it. But suddenly his country dealers began to write in that they would not be able to accept the cars already ordered. Their own customers could not make the initial payments and the dealers themselves were in no shape to carry the cars in stock. This load coming on top of the similar troubles he was having in his own big retail business resulted in tipping my friend's whole structure over.

"You can imagine this news gave me something of a shock, and I got to my store in a frame of mind to look my own affairs in the face. From my books I figured my stock on hand amounted at cost price to around \$60,000 and I owed about \$15,000. This was a good safe margin if the stock was worth the price at which I had bought it. But was it? All the merchants along the street knew prices were bound to come down sooner or later; most of us believed the drop would take place about the first of the year, by which time we would have had our fall and holiday trade, so we didn't think the loss on what was left over would be serious. All that day, as the automobile failure began to be noised about, the merchants began to visit each



COVERED!

THE WHOLE UNITED STATES IS OUR FIELD AND THE MOVING PICTURE EXHIBITORS IN IT. USE OUR FILMS BECAUSE OF THEIR EXTRAORDINARY INSTRUCTIVE AND ENTERTAINMENT VALUE.

THERE IS NO BETTER WAY OF CONVEYING IMPRESSIONS TO THE MASSES, THAN BY PICTURES.

BOSWORTH, DEFRENES & FELTON

PRODUCERS AND DISTRIBUTORS
WILKES-BARRE, PA.

The
Billboard
AMERICA'S FOREMOST **Weekly** THEATRICAL DIGEST

"Show Windows"

Displaying goods in a show window is one of the best ways to attract patronage.

When goods are offered thru The Billboard's advertising pages, they are displayed in a "show window" that is seen by the entire theatrical world.

Member A. B. C.

NEW YORK

1493 BWAY. BRYANT 8470

CHICAGO | CINCINNATI

35 SO. DEARBORN | 25 OPERA PL.

other and talk over prospects. The general idea seemed to be that if everyone stood pat on prices the public would absorb stocks on hand in the usual way and serious trouble would be avoided.

"Just two things stood in the way of this easy way out. The public would not buy at the old prices. All the merchants could not stand pat. Within a couple of days half a dozen 20 per cent discount sales broke out on Main street. By the first of the following week 40 per cent was the average discount sale figure, with one or two firms offering entire stocks at half price. The limit was reached when one big clothing concern went into the newspapers and on the billboards with announcements that it would sell every article in the house without reserve or limit at precisely forty cents on the dollar!

TAKING HIS LOSSES

"Under these circumstances the merchant who tried to stand pat

and sell his stuff at regular prices was having a gloomy time; as a matter of fact, after the first two weeks there was not a dealer on Main street who did not get into the cut-price game. For myself, I started out with a 20 per cent discount sale about the first of October and later advertised a 30 per cent discount. For the holiday trade I sold at sixty cents on the dollar, but even at this price stuff did not move fast and I could not reduce my bills payable to any great extent, because I had to buy a little merchandise from time to time to fill in, and my total cash receipts did not do much more than cover running expenses, and the cost of the extra advertising I had to use.

"The first of January, 1921, rolled around and I found myself in a tight fix. I had not experienced a great deal of trouble with my creditors during the fall because they had all been willing enough to extend the terms of payment a little and I had written them that I believed I would be

INVEST in Printing—PLUS! Why Speculate in Splatter?

Why waste thousands of dollars in house organs or advertising books and booklets which defeat their own aims through bad judgment, incompetent writing, poor editing or inferior printing, or, perhaps, a combination of all?

A man of unusual experience, who, as is known to a limited circle, has created or evolved some of the most really valuable and successful publications and booklets of their types — PUBLICATIONS WHICH ARE NOT THROWN AWAY, BUT READ—is in a position to serve two or three more clients.

Such must be persons or corporations qualified to judge as to the merits of a publication, and able and willing to pay for THE BEST. No others will be considered.

If interested address, "T. S.," Box 160, Care Printers' Ink

May 3

Found
1792



Pin this
pen to y
letterhe

prices
as a
t two
er on
t into
myself,
cent
st of
a 30
holi-
ants on
price
could
to any
c buy
me to
l cash
more
s, and
tising

1921.
myself
experi-
e with
ll be-
willing
ns of
written
uld be

!
?
-
s
g

-
y
r
T
o

s
y

k

PARCEL POST

pack securely

address clearly

insure fully

Policy No. **Db 13673-18**
Insurance Company of North America
PHILADELPHIA

In consideration of the premium hereinafter named, and other conditions stipulated in the policy from which this certificate has been detached, hereinafter insures the property described in the package or de-
vice, with is mailed, including provided to Ab-
d policy.

PACK your Parcel Post Shipments securely—for protection. Mark clearly—for delivery. In-
sure fully—against loss by accident, breakage, theft and risks of transportation.

Tear out a coupon from a North America Coupon Book. Enclose with your package. Entry on stub is your shipping record. Claims settled promptly.

**Insurance Company of
North America
PHILADELPHIA**

"The Oldest American Fire and Marine Insurance Company"

MAKING SHIPPING SAFE FOR SHIPPERS

Insurance Company of North America.
Third & Walnut Sts., Philadelphia. Dept. W.

Name.....

Street.....

City..... State.....

Wants information on Parcel Post Insurance

Founded
1792



Pin this cou-
pon to your
letterhead

The

S. T. TAYLOR CO.

500 Fifth Avenue, New York City

*Announce the
appointment of*

*** Benjamin G. Oman**

As Vice-President and Advertising Manager

of

LeBON TON

and

Le Moniteur de la Mode United

Established 1851

*Mr. Oman for the past six years has been with Condé Nast as Advertising Manager of Le Costume Royal and Children's Royal.

able to straighten out everything after my holiday trade. But in January when they began to want their money I was in no shape to satisfy them. I had cut my indebtedness down a little so that I was owing about \$13,000, and my invoice taken at that time showed stock on hand at cost figures to be about \$50,000. On paper I was still worth \$37,000 above all indebtedness; but I knew well enough that the figures did not represent my real condition. My stock at prevailing prices was not worth more than two-thirds of the prices at which I had bought it, but the debts were payable at 100 cents on the dollar. Figuring even in the most optimistic manner I could not make my net worth to be much above \$20,000. In less than four months my capital had shrunk fully one-half!

"Then followed a long period that I hate to think about, though I suppose I acted in about the same way that thousands of other merchants throughout the country were doing. Business continued very slack and my cash receipts never ran more than three-fourths the volume of normal times, which brings up a matter that I think few retailers or wholesalers take into account when figuring on a merchant's ability to pay his bills. Take my own case, as an example: Outside of the holiday season or of special sales, my normal receipts were about \$2,000 a week, and my expenses ran about 25 per cent, or about \$500 a week. This, you see, left me \$1,500, which I could send away to my creditors every Saturday night.

"But here is the fix I found myself in, and practically every other retailer in my town was in it during those months following the deflation period: Store expenses could not be reduced. A manufacturer or a jobber can ease up on production, keep his traveling men off the road, or do any one of a dozen things to hold down expenses, but a retailer must go plugging along just the same in good times or in bad times. My \$500-a-month store rent had to

be met in cash money every thirty days, or I would be out on the street. I had to spend even more money in the newspapers and on my window displays than normal in order to get my share of what little business was doing. I might, I suppose, have dropped a couple of clerks, but that would not have amounted to anything, because I needed my best salesmen more than ever at such a time, and the saving of one or two cheap salaries could not help much.

"So there I was, taking in twelve or fourteen hundred dollars a week instead of my normal two thousand; but the running expenses were still \$500, and even a little more, so I never had over \$800 a week to send away to my creditors. This was not enough to keep twenty-five or thirty firms satisfied, which had already strung out their regular terms for me during the previous months. I had written most of them that I would pay up in January, and now that January had come I couldn't make good on my promises.

CREDITORS TIGHTEN UP

"I began to play for time by giving notes, stringing out the payments over periods of three or four months, and most of the houses accepted my paper, figuring, I suppose, that I had paid satisfactorily in the past and would pull out of a temporary hole. It was the little accounts that gave me the most trouble. Where I owed someone \$75 or \$100, the amount was too small to close up with a note, so I got into the habit of letting such items slide, hoping for a few days' extra good business that would enable me to clean them up by cash payments. But extra good days of business have a habit of being few and far between in periods of depression, and I began to get some rather hot letters from these small creditors. To the firm a thousand miles away which had an account against me for \$75 I suppose I appeared a mighty weak sister; but when the money is not in the bank it is just as impossible to write a \$75 check

as a larger one. Many a time during those days I wished I was back in the side-street location with only two or three jobbing houses for creditors who would let me string things out by sending in a little money once a month or so.

"I remember the feeling I had the first time one of these small creditors made a draft on me. The firm had written me a letter a few days previously, stating that unless the account should be paid by a certain date it would draw on me; the letter also contained some sharp words to the effect that it seemed strange I should have ignored so small a matter, and ended with the expressed expectation that I would take care of the draft without fail. The draft was for exactly \$81, but it came to hand on the same day that one of my notes fell due, and, after paying the note my balance in the bank was not even enough to take care of an \$81 draft. It happened

that it was presented through my own bank, and to save my own reputation with the institution I had to beat around the bush a little. When the bank runner brought the paper into the store and handed it to me I looked at it with a great show of interest and then said:

"There must be some mistake about this. I don't think the amount quite tallies with the way the account stands on my books.' Then I handed the paper back to the bank runner and continued casually, 'Tell your collection department to let the draft go back. As soon as I get time I'll check up the account and remit direct to the firm.'

"Shyster business? Of course it was. I was ashamed of myself when I did it and I'm ashamed of it now. I wanted to pay it badly enough, and my only excuse for acting that way was the hope of gaining a little time; I thought perhaps the next day I would be

Only A. B. C. Drug Paper in Canada

Only Weekly Drug Paper in Canada

Covers Canada from Coast to Coast

Druggists' Weekly A.B.C.

143-153 University Ave., Toronto, Can.

Population 69,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



The A.B.C. Auditor's Report

on the circulation of the

Omaha Daily News

NEBRASKA'S LARGEST EVENING NEWSPAPER

has just been issued.

It shows a Substantial Gain
over the last report issued.

A copy will be sent to all
Advertisers and Advertising
Agents who have not
already received one.

The Omaha Daily News and
The St. Paul Daily News
are now under the manage-
ment of N. W. Reay and
C. D. Bertolet.

C. D. BERTOLET
Manager National Advertising
30 North Dearborn Street
CHICAGO

We are pleased to announce
the appointment of

WILLIAM N. CALLENDER, Jr.

*Formerly Manager of National Advertising
New York Evening Journal*

and

A. O. LYNCH

*Formerly Advertising Manager
Saturday Home Journal*

as

Direct Publishers' Representatives

in the National Advertising field
under the firm name of

CALLENDER & LYNCH, Inc.

17 EAST 45th STREET

U. S. census figures for 1920 show that 4,294,629,
or 76.4% of New York City's total population were
foreign born or had foreign born parents.

For complete coverage of New York City the leading
foreign language press of the dominant groups of
mother tongues must be used *in addition* to English
language papers.

Jewish, Italian and German are the largest language
groups and are covered by the three undersigned
papers with guaranteed rates and A.B.C. circulations.

**JEWISH DAILY FORWARD
STAATS-HEROLD
CORRIERE D'AMERICA**

able to send a check, but the following days were dull, too, and before I got around to sending a check the firm was disgusted with me and had turned the matter over to a collection agency.

"That incident marked the beginning of the real decline of my credit standing in the trade, for news gets around pretty fast when a merchant has to be prodded by a collection agency. Then, too, the notes I had given began falling due faster than I could take care of them and I had to do considerable skirmishing to keep out of trouble. My policy was to wait until about a week before a note would fall due and then write to the firm that held it that I would like to pay part of it and renew the balance. Usually this worked, for I will say the houses I had been doing business with for a number of years were mighty liberal with me; but that sort of thing could not go on indefinitely, and on one occasion a concern declined to renew an item, which resulted in its going to protest.

"About this time the representative of one of the national credit agencies called on me and asked for a statement of my affairs. I gave him the information he asked, which of course did not make my business show up in too rosy a light. I didn't know what the result would be, but I found out a few weeks later.

"Going into one of the local hotels one day on some business I ran across a traveling man for one of my old houses—a man whom I had known for years and from whom I had bought a good deal of merchandise. We shook hands, and I suppose, more from habit than anything else, I asked him what time he was coming around to the store. He looked embarrassed for a moment and then spoke out frankly:

"I'm awfully sorry," he said, "but the house instructed me not to call on you this time. You know your credit isn't what it used to be and we've had so many wallops this year that the house doesn't feel it ought to take chances."

Boyd's Lists

ESTABLISHED 1830

The 100% accurate List is an impossibility unless the world stands still!

We are the Oldest List Agency and the Largest, so that it is reasonable to claim that Boyd's Lists are the Best Lists! Our experience and facilities should make them so!

We furnish Lists to 50,000 customers, in this country and abroad, many of whom have dealt with us 20 years.

Send for Price List AA-53, showing the number of people in the various trades and professions, with state figures, etc. There is no charge.

BOYD'S CITY DISPATCH

19-21 Beekman Street
New York City

The Sig-no-Graph

is an electric lighted window billboard, 18" x 24", costing from 10c to 15c a day, that advertises your name and products; creates sales for your dealers; and cements your general advertising and your dealers' cash registers. Send for complete details.

The Sig-no-Graph Co.

1400 So. Michigan Blvd.
Chicago, Ill.

A Super List of 40m for \$15

40,000 Chicagoans with incomes over \$5,000 and having an annual purchasing power in excess of \$175,000,000 are listed in Volume 8 of **BRADLEY'S BLUE BOOK**. Apartments, residences, makes of cars, street addresses, phone numbers, titles, Mr. & Mrs., club members, each specifically designated.

BRADLEY'S BLUE BOOK is offered at a special pre-publication price of \$15.00 on orders sent in now. Price \$25.00 after publication. Ready for delivery about July 1. Send in your order. Details on request.

HAROLD BRADLEY & CO.
219 E. Superior St., Chicago, Ill.

Reaching the Men in charge
in Russia and Thousands of
Russian Sympathisers
in America

**SOVIET RUSSIA
PICTORIAL**

A Graphic Monthly Review
of Russian Affairs
(in English)

Circulated in the United States,
Canada and Soviet Russia

Advertising Rates on Request.

Address:
Room 31, 201 W. 13th St.
New York City

"You can imagine how good I felt at that. Not only was I having a thundering time in paying for the goods I had in stock, but I no longer was considered a safe credit risk and the chances were that I would have to pay cash in advance for anything I needed in the future. I didn't blame anyone then, and I'm not blaming anyone now for what I went through. I never lost confidence that I would be able to pull out of the hole, and did not intend that anyone should lose a cent through me; but I also realized that people hundreds of miles away, many of whom had never seen me, could only judge by my performances, and I was not performing well from a credit standpoint.

"Looking back, I hardly see how I managed to soldier through the year 1921, but I managed it somehow. A couple of the old houses stuck by me, letting me have merchandise in limited quantities, and what I had to have from other sources I had come C. O. D. Although I had some pretty sharp letters from creditors, no one actually sued me and by the end of the year I had managed practically to clean up my old debts.

"The spring of 1922, then, saw me in pretty good shape. Even though I had been working under a handicap I had made a little progress during the bad times; I did not owe more than \$5,000 altogether, and my stock invoice taken at real bedrock figures showed it to be worth well in excess of \$30,000. It was not, to be sure, so imposing a statement as I could have made two years before, but I felt it was good enough to warrant a fair credit standing and so I sent for the representative of the national credit agency who had interviewed me on the previous occasion. He came to the store, took down the figures I gave him, verified them by my books, and then said he was glad to be able to place me on a rating where I ought not to have any more trouble in getting credit anywhere. He even showed me a couple of scribbled notes that he

ANNOUNCING

The ALDINE Company
Advertising

105 WEST 40TH STREET NEW YORK

Exact knowledge of market-
ing conditions, accurate under-
standing of selling forces,
proven methods of applying
these forces—this is the scien-
tific point of view in selling.
Its application will produce
volume in less time, at less cost
than any other method—and
with less risk to invested capital.

THE SCIENTIFIC POINT OF VIEW

Copywriters !!! Advertising Mgrs !!

**How About a Typewriter
for Use at Home?**



Here's a Chance to Get a Genuine Remington No. 10

—one of the most successful models ever made—
at a tremendous saving—
a durable, dependable machine
that will give years
of real service for only

\$38.⁶⁵

Guaranteed Equal to New

—that is as regards the character of its work and the speed you can attain. Every machine has been thoroughly gone over and is guaranteed to be in first-class condition.

A 5-Year Guarantee

goes with every typewriter leaving our shops against defective parts or workmanship. At this price, we, of course cannot sell on the deferred payment plan—but you

Save \$70 on the cost of a new machine of the same model and at least \$25.00 to \$40.00 on a rebuilt bought elsewhere. We give you a 30 days' trial—with the distinct understanding that you may return the machine at our expense and your full purchase price of \$38.65 will be returned at once and without question!

Order To-day—send your check NOW and save the difference in cost on a new machine that cannot give you any better service. We can supply any other make, at equally attractive prices. Our references—your bankers or any mercantile agency. Address

LINCOLN TYPEWRITER CO.

296 Broadway

New York

said would be attached to the company's record. They were: 'Is a hard worker and attends his affairs closely. Considered good for all reasonable requirements.'

The merchant stopped talking and I assumed he was through with his story. He seemed, however, to expect me to say something, so I remarked that it was an extremely interesting recital as showing how a business man can soldier through troubles when he is good at that sort of thing, but I could not see where he had proved the manufacturers and jobbers of the country to lack horse sense. The merchant caught me up quickly.

"It's lacking horse sense, isn't it," he said, "when you pass up good business that you might as well have? Take me, for instance. I am as good a risk as I ever was. For more than a year the credit agencies have had me down on their books as 'good for all reasonable requirements,' but no one seems to know it yet. The letter I got today refusing to ship me goods except C. O. D. isn't the only one by a jugful. Yet if those goods had come through I was prepared to take the discount and pay for them in ten days.

"What I think I have proved is this: That this is a good time for credit executives to junk all records of a couple of years ago and to start out fresh. There must be thousands of retailers all over the country who *weren't* desirable customers two years ago, but who are desirable now. There is mighty good business around the country for the firms that cultivate the ex-lame ducks!"

Kankakee Will Advertise for Industrial Plants

The city of Kankakee, Ill., has decided to advertise itself as an industrial centre and will use business and industrial papers to interest factories in coming to that city. The McKinney Company, Chicago advertising agency, has been selected to handle this account.

A. F. Beritzhoff, a member of the sales staff of the Union Lithograph Company, Oakland, Cal., has been advanced to the position of general manager.

Chicago Office of
Printers' Ink
Printers' Ink Monthly

now located in the

Illinois Merchants Bank
Building

Clark Street and Jackson Avenue

(Phone Dearborn 9560)

Chicago Resident Staff:

Douglas Taylor
George A. Nichols
Dwight H. Early
Dana Hubbard
H. A. Holman
R. Hamblen
A. Coleman
M. Flynn

Printers' Ink Publishing Company

185 Madison Avenue, New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Illinois Merchants Bank
Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building
GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. McKINNEY, Manager.

San Francisco Office: Examiner Building,
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF:

Roland Cole E. B. Weiss
C. B. Larrabee Bernard A. Grimes

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, MAY 3, 1923

Competition

vs.

Monopoly

which appeared not long ago in
PRINTERS' INK, a member of the
Welch Grape Juice organization
wrote us as follows:

"We welcome any competition
that tends to educate the public
to the uses of pure fruit juices,
chiefly grape juice. The grape
juice industry, as a whole, would
be on a better basis today if there
were several large competitors
endeavoring to create consumer
demand. The influence of their
combined efforts in advertising and
publicity would create a far larger
demand for pure fruit juices."

We congratulate the Welch
Grape Juice Company on its
progressive attitude toward com-
petition. In this day of mergers
and consolidations, it is indeed re-
freshing to find a company that
regards competition as being a

help rather than a menace to its
own welfare.

There is much to be said in
behalf of the Welch attitude.
Certainly in industries that are
underdeveloped there is no more
effective influence in cultivating
their market than healthful, ag-
gressive competition. In the fruit
juice business, for instance, it is
generally known that the market
has barely been scratched. The
per capita consumption of fruit
juices in this country is patheti-
cally small. It is trifling to what
it will be when the American peo-
ple have been aroused to appre-
ciate the value of wholesome fruit
drinks. Obviously the Welch
Grape Juice Company and the
few others already in this field
should not be obliged to bear the
entire burden of advertising edu-
cation. They have done much
and can do a lot more, but they
cannot do it all.

On the other hand, when an
industry is well developed, too
much competition can be a harm-
ful influence. Take the packing
business as an illustration. As it
is at present constituted it re-
quires a gigantic institution to
pack and distribute meat prod-
ucts. Almost all of the country's
five big packers render a com-
plete service in this respect to the
consumer. What one packer is
doing all the others are doing also.
This means that there must be a
tremendous duplication of both
producing and distributing ma-
chinery. Inevitably this is eco-
nomically wasteful. It is no
wonder, therefore, that a large
consolidation recently took place
in this field.

Of course it would be erroneous
to conclude from this that mono-
poly is desirable. Even where
a monopoly is benevolent, the in-
dustry it is in must necessarily
suffer. It suffers not from ex-
tortion or high-handedness but
because it lacks the benefits of
wholesome competition. It is ex-
actly as Huston Thompson, of the
Federal Trade Commission, said in
his speech before the New York
Council of the American Associa-
tion of Advertising Agencies last
week when he declared:

Every
the com
every co
tion has
had the
trust
it went
reoccur
a divine
which i
breathin

In th
ply an
this.
nates i
unprof
the fie
nish a
supplie
their c
absenc
will el

Lai
Inter
Adve

manuf
the lar
not be
though
than fi
licity
little c
been re
It mus
peal h
firm is

But
trade,
sary.
have t
The tu
of pre
averag
fear o
sals ar
text.

labor
when b
nomic
est. T
industria
From
all the
dows a
have r
and th
exterior
when c
Com
existin
produc

e to its
said in
attitude
that are
no more
ivating
ful, ag-
he fruit
ce, it is
market
l. The
of fruit
patheti-
to what
can peo-
appre-
ne fruit
Welch
nd the
is field
bear the
ng edu-
much
ut they
hen an
ed, too
harm-
packing
As it
it re-
tion to
e prod-
untry's
a com-
e to the
cker is
ng also,
st be a
f both
g ma-
is eco-
is no
a large
k place
oneous
at mo-
where
the in-
essarily
om ex-
ss but
fts of
is ex-
of the
said in
York
ssocia-
ies last

Every country that ever existed had the competitive system to start with, and every country that has deserted competition has gone down. Every country has had the equivalent of the Sherman anti-trust act, and when it deserted that act it went down. The fact that this has reoccurred unfailingly indicates there is a divine law underlying the Sherman Act which is as necessary to business life as breathing is to the individual.

In the long run the law of supply and demand takes care of this. Useless competition eliminates itself as soon as it becomes unprofitable. Those coming into the field who are not able to furnish anything not already being supplied by those in it will find their existence superfluous. The absence of adequate opportunity will eliminate them in time.

Labor's Interest in Advertising

In a certain Eastern industrial city there is to be found a manufacturing company—one of the largest of its kind—that does not believe in advertising. Although its annual sales run more than fifty millions the yearly publicity appropriation averages a little over \$200. Its business has been reared on a price foundation. It must be admitted the price appeal has been successful, for the firm is a recognized leader.

But in order to undersell the trade, various economies are necessary. Of these the most severe have to do with the employees. The turnover in this plant is out of proportion to the industry's average. Workers are in constant fear of their positions. Dismissals are made on the slightest pretext. No effort is made to carry labor during the off seasons or when business declines, due to economic causes. Wages are the lowest. The company is really an industrial throw-back.

From the outside the factory has all the appearances of a jail. Windows are barred, the outer walls have not been painted for years and the impression created by the exterior condition is borne out when one steps inside the door.

Compare this situation with that existing in factories where the product is nationally advertised

and merchandised from the quality standpoint. Since price is not a paramount issue, and inasmuch as quality products can be turned out only by satisfied workmen, conditions in these plants are practically ideal. It is not necessary, under these circumstances to "squeeze" labor. Moreover, the advertising, where the business is seasonal, tends to reduce the number of months or weeks during which orders are infrequent. That makes for more continuous employment, certainly a worth-while advantage so far as the worker is concerned. Manufacturers who advertise realize the importance of a happy personnel, not only from the viewpoint of better grade merchandise, but also from the standpoint that copy appeals based on contented labor have been found exceedingly effective.

Business-Paper Campaigns Boost Consumer Campaigns

An article in PRINTERS' INK recently told how the Esmond Mills Inc. is using business-paper advertisements to convince retailers that its consumer advertising is read. The statement was made in that article that business-paper copy has to a certain extent replaced broadsides as a means of "selling" advertising to the retail merchant.

Probably few readers of PRINTERS' INK realize how true this is. Anyone who will run through the advertising sections of several business papers representing typical industries will be astonished to find how many business-paper advertisers now refer to their consumer advertising in their trade copy. In one issue of one publication alone we found sixteen separate advertisements in which the manufacturer's consumer advertising was dwelt upon.

In many cases the consumer advertising is merely referred to as part of the sales argument to the dealer. In other cases, however, the consumer advertising is made the basis of a real campaign to the dealer. A splendid illustra-

tion of this is the International Silver Company's current campaign which was described in a recent issue of *PRINTERS' INK*. In advertising the idea back of this campaign to the retail trade the International Silver Company presents samples of its consumer copy and then analyzes this copy, pointing out wherein it is going to benefit the retailer.

Another good example of this kind of advertising can be found in the trade copy of the Rome Manufacturing Company. This company takes a full page to tell the retailer about its broadside which describes its campaign "advertising Rome copper utensils to the consumer." This is certainly better than the old system of sending garish broadsides out helter-skelter all over the country, which usually "oversold" the consumer effort. The Rome Manufacturing Company's idea seems to be not only to sell the advertising itself but also to sell the broadside.

The Auto Vacuum Freezer Company is another concern that presents its consumer advertising to the trade in a most telling way. This company says that the Auto Vacuum Freezer dealer will have another big year because of the extensive advertising. Going on it tells hardware dealers that there are other reasons why they should handle the freezer and then presents reasons in detail.

The paint industry is filled with concerns that advertise to the retailers in business papers, telling them all about their consumer advertising. Similar campaigns are being conducted in other industries. In fact there are so many of them going on that we are more than justified in saying there is a pronounced tendency toward this kind of advertising.

Triple Function Advertising A single advertisement may often perform more than one function. A company can change from a wholesale house to a retail mail-order house; then add chain stores, and its advertising can serve through all the stages,

meantime building business in several ways.

The experience of the Wilson Grocery Company of Peoria, Ill., is a case in point. From the straight wholesale grocery business of ten years ago, it became a mail-order establishment selling groceries by catalogue, and then after five years—it took up the chain store idea, still using also its catalogue to get mail orders. Now this company has a chain of twenty-one successful retail stores in Illinois, with eighty more in preparation.

As a result of this development the company's present advertising performs an interesting triple function. A single piece of copy in farm papers tells the farmer about the chain store idea, urges him to send for a catalogue and prepares the way for the possible opening of a new store in his own or a nearby town. A coupon brings the inquirer a catalogue and information as to the nearest chain store. The advertisement keeps the further development of the chain store foremost by saying, "If there is no store in your neighborhood, then your commercial club, banker, mayor or prominent realtor should write the advantages of your home town to us. If it is too far for you to go to the nearest Wilson branch, we will tell you how to get the same quality, the same savings on our guaranteed money-back, direct-by-mail selling plan."

This unusual Wilson advertising not only shows how each method of selling can give help and vitality to the other, but also proves again how flexible a force is advertising. The manufacturer or wholesaler who is interested primarily in quicker turnover, in simplifying his distributive processes, and in cutting out every cent possible from the laid-down cost of his merchandise at the point of sale, will adopt any changes in his selling methods, which will help accomplish these results. Advertising helps him in every method he adopts by adding to gross volume. It enables him also to change his methods without loss of continuity.

April 26th edition PRINTERS' INK was 21,248

—the largest edition in its history.

PRINTERS' INK has been making gains in its paid mail-circulation for twenty-seven consecutive weeks. These gains have varied from 7 to 62 a week. No spurts—just a “steady ’ammer ’ammer” has increased its mail-circulation by 8,634 since January 2nd, 1919.

—and the rate is still \$100 a page.

PRINTERS' INK PUBLISHING COMPANY
185 MADISON AVENUE, NEW YORK

The following individuals of the American Express Company are readers of either *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:*

| NAME | TITLE | WEEKLY | MONTHLY |
|--------------------|------------------------------------|--------|---------|
| F. P. Small | 1st Vice-President | Yes | Yes |
| H. K. Brooks | Vice-President | " | " |
| R. E. Towle | General Manager Travel Dept. | " | " |
| H. C. Elwes | General Manager Operating Dept. | " | " |
| S. Douglas Malcolm | Gen. Adv'g Mgr. | " | " |
| G. P. Kenway | Asst. Treasurer | " | " |
| W. H. Cushing | " " | " | " |
| J. J. Bulger | " Manager | " | " |
| | " Met. Div. | " | " |
| T. L. Happ | Mgr., Eastern Div. | " | " |

*Information furnished by American Express Company.

PRINTERS' INK,
185 Madison Avenue, New York.

GENTLEMEN:

We think so much of PRINTERS' INK that we have all the back numbers, almost from the start, bound and in our library, where they are being constantly referred to.

I do not know how any advertising agency can get along without PRINTERS' INK.

I would like to nominate myself for the League of Charter Club Readers. I think I read the first number brought out and have been a continuous reader of it ever since.

FRANK PRESBREY CO.,
Frank Presbrey, *President*.

PRINTERS' INK
A Journal for Advertisers
Established 1888 by GEORGE P. ROWELL

PRINTERS' INK MONTHLY
An Illustrated Magazine of Advertising, Sales and Marketing

April 26, edition
21,248 copies

May edition
16,800 copies

THE PRINTERS' INK PUBLICATIONS

The Little Schoolmaster's Classroom

IN the course of his many years of advertising observation, the Schoolmaster has seen many different kinds of salesmen's advance cards. Perhaps he has seen every type of advance notice that exists, from the ludicrous postal showing a salesman falling out of an airplane through a skylight upon the head of an astonished retailer, to the dignified, engraved announcement.

But about as good a way of announcing the forthcoming visit of a salesman as the Schoolmaster has run across is that used by The Hills Brothers Company, advertiser of Dromedary products. Each month the company has a quantity of reprints of its current advertisements struck off. These are furnished to the salesmen, who mail them ahead to the customers on whom they soon will call. On the border of each reprint thus used, the salesman writes this simple announcement, "Our representative will see you next week." To this they sign the company's name. The Dromedary salesmen claim that this plan is an excellent means of paving the way for their interview.

It is also a good way of letting the retailer know what the next Dromedary advertisement will be. Also it indirectly tells the retailer that if he buys anything on the salesman's approaching visit, he will not have to bear the entire burden of selling it. The company's advertising will help him to sell it.

* * *

There is a merchant in the southwestern part of Ohio who is a keeper of bees. A salesman for a food specialty house was telling him one day about the number of calls his firm expected him to make. "They have us on a quota system at the home office," said the salesman, "and they expect me to make seven or eight calls a day, rain or shine, no matter what the train schedules may

be. I wish the S. M. would get out here on the territory himself. He would see that he is asking too much of any man."

"Maybe you're right," replied the merchant, "but everybody has to make a whole lot of calls or a whole lot of sales to earn his living. It would surprise you to know how many items of stock I have to sell just to pay rent, overhead and the clerk's salary. I get a lot of comfort out of thinking about my bees when I get discouraged. Maybe it would help you when you think the number of calls you are expected to make is too high.

"Did you ever watch a bee? A clover blossom, you know, contains less than one-eighth of a grain of sugar. In a pound of honey there are 7,000 grains. That bee, to make a pound of honey, must visit 56,000 separate clover blossoms. Each clover has about sixty florets, or flower-tubes, and the bee must poke his nose separately in every one of these.

"This bee, in performing that operation sixty times 56,000, or 3,360,000 times, gets enough nectar for only one little pound of honey. And the bee gets a mighty small commission on the honey he secures from his millions of calls."

* * *

Cash or credit? The question is as old as trade. One merchant advertised that he sells for low prices because he sells for cash, and the same publication carries advertisements of a competitor proclaiming that "Your credit is good." And both grow and prosper.

A Western manufacturer, selling an item of farm equipment to farmers on credit, found himself in a hole and decided that the business on a credit basis simply was no longer attractive. He has gone to cash, absolutely and without exception, and furthermore without any evident curtailment of volume.

**United States Circuit Court of Appeals
Sustains Validity of Patent On**

FLEXLUME ELECTRIC SIGNS

A decision handed down by the United States Circuit Court of Appeals, Seventh Circuit, in the action brought by the Flexlume Sign Co. against the Opalite Sign Co. and the Mid-City Electrical Service Co., sustains the patent covering the manufacture of Flexlume double-faced electric signs, in which are used raised white glass letters. This is a final decision and provides for an injunction and accounting.

In the course of the decision the Court says:

"One can hardly escape the impression that the appellee's entry into this field, its adoption of this name (Opalite) and its manufacture of appellant's patented product were not in good faith."

THIS MEANS

That the Flexlume Corporation, the originator of the widely known double-faced electric signs, using raised white glass letters, is finally confirmed in its exclusive right to manufacture and sell the same.

That manufacturing and using of double-faced signs made in violation of the rights of the Flexlume Corporation, as determined by the decision of the Federal Court of Appeals are chargeable with infringement.

That the Flexlume Corporation will continue to protect its patent rights and proceed against any who may infringe them.

This announcement is published to warn the public against buying signs which infringe the Flexlume patent.

FLEXLUME CORPORATION

32 Kail Street

Buffalo, N. Y.

Assistant Editor

—with retail experience

A large publishing house is looking for a young man to start in the editorial department of one of its important business publications, and to keep going up in the organization.

The ideal man for the job is one who has had at least a year of retail experience, preferably in a small-town store; who has a college training; who has done some writing or reportorial work, and who is more or less familiar with make-up, engraving, etc.

Write fully, giving age, education, editorial and store experience, nationality or extraction, and salary desired.

Address

"M. N.," Box 173,
Care of Printers' Ink.

Opportunity for a bright young man to take charge of the Advertising Copy Department of The Washington Post. Must be experienced in layout and descriptive work, also in writing specialty shop and shoe advertising.

State experience, former positions and salary required. Address

**Ernest S. Johnston
Advertising Manager,
THE WASHINGTON POST
Washington, D. C.**

This manufacturer for years had sold on terms that allowed the farmer to pay in the fall for what he had bought in the spring, and for years the credit losses amounted to less than one per cent. Then, when farmers found their 1920 crops worth much less than enough to cover the obligations that had been assumed, they could not pay this manufacturer. He did a business of \$300,000 in 1920, and carried \$70,000 in accounts into 1921. Covering these accounts in large measure with notes due in the fall of 1921, the notes had to be extended to the fall of 1922 and a lot of them are still unpaid, and many have had to be charged off to profit and loss.

* * *

A disheartening feature of the credit business was found in the fact that newer accounts were little better. About one-fourth of the 1922 product is still unpaid for. The thing appeared to be becoming a habit. The product was one which could not be retrieved, like a piano or an automobile, and the manufacturer was simply stuck.

So he took the plunge and went in for a cash business, and his sales letter was made an argument, not for the product, but for the cash terms. Says the letter:

You can get about any old terms you want this year on silos—except from us. If you must have credit on a silo, shop around, and see what you can do. I imagine that you can get two years, perhaps longer—at a price.

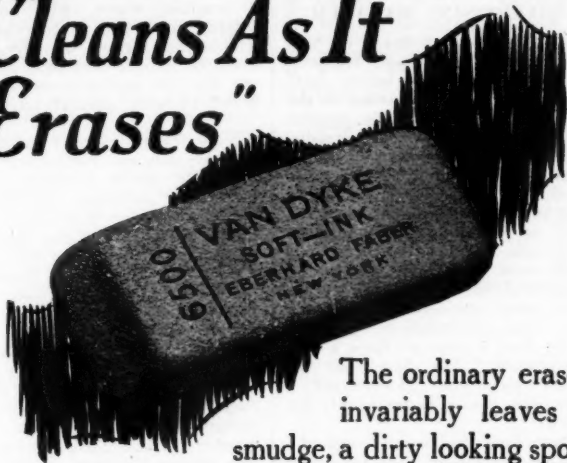
And later on, the manufacturer actually discouraged sales in this fashion:

The way I look at it is this: If you have money, and need a silo, there never was, nor ever will be, a better proposition than we make you this year. If you haven't money, but can borrow, then it will pay you to borrow and pay interest for a few months, and our cash discount will more than cover what the bank will charge you. If you have no money and no credit at your bank, then you have no business buying a silo this year.

You can send all cash with order, and save 10 per cent, or send \$25.00 cash with order, paying balance on delivery, and save 5 per cent, whichever is more convenient. In either case, you get a cash discount and the price you pay has not been padded to cover bad debts.

Experience to date is that 95

'Cleans As It Erases'



The ordinary eraser invariably leaves a smudge, a dirty looking spot, or a roughness on paper or tracing cloth. The VAN DYKE SOFT INK ERASER cleans as it erases. There's nothing left to show there has been an erasure. Just try one and convince yourself.

At Your Stationers

No. 6500—Large Size No. 6505—Small Size

SPECIAL OFFER:

Send 10 cents to us at 37 Greenpoint Ave., Brooklyn, and we will mail you samples of the VAN DYKE ink and pencil erasers.

Made by the Manufacturers of Mongol Pencils

EBERHARD FABER

TRADE MARK
NEW YORK



WANTED

AN AGGRESSIVE, CAPABLE ADVERTISING MANAGER

A most successful Store of Specialty Shops (Men's and Women's ready-to-wear of the better sort) in one of the largest cities of the Middle West, requires the services of a man who knows merchandising and sales promotion from the retailer's standpoint; who has good style sense, and can write convincing institutional copy as well as straight-from-the-shoulder sales talk.

He must have sound advertising ideas and the ability to execute them while working harmoniously in a large organization.

For such a man we have a real opportunity. The first year we would pay him \$5,000-\$6,000—after that would depend only on results.

Our first judgment must be based entirely upon your letter—so give us *all* the facts in confidence. Address "N. P.," Box 174, care P. I.

EVENING HERALD

Los Angeles, Cal.

Gains 20,347 Daily

Average Circulation

| | |
|---|---------------|
| Sworn Government Statement, Six Months Ending | |
| March 31, 1923..... | 166,300 daily |
| Six Months Ending Sept. 30, 1922..... | 145,953 daily |
| Increase in Daily Average Circulation | 20,347 |

It Covers the Field Completely

Representatives:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg.,
6 No. Michigan Ave., Chicago
A. J. Norris Hill, 710 Hearst Bldg.,
San Francisco, Cal.

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - - New York

per cent of the orders come with all cash with order—an average remittance of more than \$300 for a product which will not be shipped for weeks or months and which the farmer actually does not need to have until next fall. In one day, the manufacturer banked \$5,000 of such advance payments.

* * *

Very few prospective car buyers possess sufficient mechanical bent to locate motor troubles or do their own tinkering. Settling an apprehension on that score alone might often prove the deciding factor in the selection of a car. The L. & H. Motor Company, Hartford, Hupmobile distributor for Northern Connecticut, using a double-page spread in a local newspaper, ran a large outline of that State of which its sales territory covered approximately three-fourths. From the black spot designating the company's headquarters at Hartford, bordered by five spaces denoting service stations located in that city, lines radiate to more than a score of Connecticut towns marked with the name of the local service station controlled by the L. & H. Motor Company. The caption reads, "It Pays to Own a Hupmobile."

This visualization bespeaks consideration for Hupmobile owners. Their needs have been anticipated and possible discomforts minimized. And the map tells them that.

* * *

Cities are using many attractive and characteristic methods of self-advertising, but it has remained for a Southern Chamber of Commerce to devise the most striking theme of all.

Nicknaming itself "The Honeymoon City," Chattanooga, Tenn., has deliberately set out to corner this market, believing that it is a worth while one.

But before a line of advertising was used, statistics were secured as to the number of honeymoon couples every year, and their trend, in the matter of honeymoon trips.

The results of this investigation immediately prompted the

selection of the name, and a concentrated advertising effort to win this specific trade.

A strategic newspaper campaign carries the headline in very bold type:

"Chattanooga, The Honeymoon City."

Whereupon the text of the display proceeds to tell young honeymooners just why the place deserves this name.

First of all, it confides that Chattanooga has always been known as "The Friendly City." There are beautiful nooks, such as Lookout Mountain, Missionary Ridge and Chickamauga Park, with winding paths and flowery lanes—ideal for lovers.

"Come along, you honeymoon couples," says Chattanooga, "we welcome you, and, what's more, we won't embarrass you by letting on we know you are newlyweds." What could be fairer?

* * *

Australian Club Working for Truth in Advertising

Methods whereby the public will be protected against fraudulent advertising are being discussed at the weekly lunches of the Melbourne Advertising Men's Association, Melbourne, Australia. The association has under consideration a plan submitted by E. H. Bradshaw. To promote truth in advertising, he suggests that the Institute adopt a symbol which advertisers who have registered with the Institute should be permitted to use. This plan will be further discussed at future meetings of the Melbourne advertising men's association.

Walter W. Mann with Elliott Service

Walter W. Mann has resigned as advertising manager of *House & Garden*, New York, to become a vice-president of the Elliott Service Company, also of New York. He will manage the news poster division.

American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman effectively

COVERS LUMBER FIELD

Free Prospectus
of a thorough training in

ADVERTISING

Writes for & right now

Instructor in

Advertising and Selling
Bryant & Stratton College
Buffalo, New York

\$22,000 from a Letter!

\$22,806.20 worth of merchandise sold with a single one-page "form" letter at a total cost of \$138.05. Send 25c for a copy of *Postage Magazine*, and an actual copy of this letter will be sent gratis. If you sell, you need *Postage*, which tells how to write Sales-Producing Letters, Folders, Booklets, House Magazines. Subscription \$2 a year for 12 numbers check full of usable, cashable ideas.

POSTAGE, 18 E. 18 St., New York

Monarch Films



ADVERTISING AND DEALER HELP FILMS

Own your own Business. Attractive advertising proposition paying 100% gross profit. Exclusive territory assigned. Film advertising experience valuable, but not necessary. Complete information furnished.

The Monarch Film Company, Inc.
Dept. B Osage, Iowa

COLOR,
PERMANENCE AND
ECONOMY

PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.

THE KIMBALL SYSTEM

LOWELL - MASS.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Sales Manager

Wishes to change from present position with a large well-known industrial corporation. Has a record of successfully organizing and handling a sales organization.

Seventeen years' experience as salesman, sales supervisor and sales manager.

Forty years of age and married. Will consider either a straight salary, or a salary and a bonus. Address, "L. M.," Box 172, care of Printers' Ink.

Our Merchandising Plans Open the Gateway to Success

Full information about our Board of Analysis and merchandising plans will be gladly sent to you without expense or obligation. Write today to

THE F. R. STEEL COMPANY
Room 12, 201 E. Ontario St.
Chicago, Ill.

DESK SPACE

45th St.—5th Ave., 8th Floor
Service—Air—Light—Quiet

REASONABLE RATE

Telephone Vanderbilt 2326

500 Direct Mail Plans **\$1.00**
and Ideas for business men, advertisers, retailers and

mail dealers. Valuable, loose-leaf, cloth bound and kept up to date. Regular title "500 Things to Sell By Mail," and worth five times price asked. Money back if not satisfied. Send your dollar now.

WALHAMORE COMPANY, Publishers
Lafayette Bldg., Philadelphia, Pa.

Railroad Asks for "Rest Cure" in Advertising

The Philadelphia & Reading Railway, in newspaper advertising recently, pointed out the need of a "rest cure" for the railroads—rest from "regulation" by the "99 different agencies." A cartoon from a local paper showed some of the meddlers doing their best to put a locomotive out of the running. The caption of the copy was "Give the Railroads a Needed Rest Cure!" Then was stated the ninety-nine different agencies seeking to "regulate" the railroads.

A quotation from one proposed law read: "That when two trains using double tracks meet at a crossing, both must stop, and neither shall proceed until the other has passed." The copy stated that one legislature approved the law. The copy is signed by Agnew T. Dice, president of the road.

Kresge to Add Pacific Coast Links to Chain

The S. S. Kresge Company, chain stores, is planning to open stores on the Pacific Coast. Extensive alterations and additions also will be made in the Eastern and Middle Western States, where the company does business. Plans are being made at present to open stores in California and possibly in Oregon and Washington.

New Campaign for Sherwood Company

A business-paper and direct-mail advertising campaign has been started by the Sherwood Manufacturing Company, of Buffalo, N. Y., lubricating devices and engineering specialties. This advertising is being directed by the Mathews Company, Buffalo advertising agency.

Frank S. Raphael Joins "Women's Wear"

Frank S. Raphael, for several years with the advertising staff of the New York Tribune, has joined the staff of *Women's Wear*, New York. Mr. Raphael was at one time with the New York Evening Post.

Financial Account for Boston Agency

The American Institute of Finance, Boston, has placed its account with the Cotter Advertising Agency of that city. Financial publications and metropolitan newspapers are being used.

The "CLASSIFIED" Clearing House

NEW YORK - ARKENBERG SPECIAL AGENCY - CHICAGO
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR 25th ANNIVERSARY
Harris-Dibble Company Bulletin of
Publishing Properties, 297 Madison
Avenue, New York.

Advertising Agency Commission

allowed on Multigraphing, Addressing,
Mailing, Broadcast Multi-Letter Service,
134 West 43rd St., New York City.

SLOGANS AND JINGLES—Apt, pithy,
distinctive slogans, individualizing a
product or business. Brief, catchy jingles
for advertising originated. Unusual copy.
Grey, 39 Irving Pl., Brooklyn, N. Y.

FOR RENT

8th Street, 51 East. Large, light, stoop
store, Near Wanamaker's, \$1600. Apply
Mr. Rose, 51 East 8th Street. Suitable
for printers.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

WANTED

An automatic feed addressograph outfit.
Must be in good condition. Box 761,
Printers' Ink.

**PERIODICALS, HOUSE ORGANS,
CATALOGS, etc.**—First-class work; All
service; prices reasonable. Doing print-
ing of this nature but can take on more.
City advantages, country prices. 67 miles
from N. Y. Stryker Press, Washington,
N. J. Phone 100.

EXTRA MONEY

National advertising solicitors represent-
ing this agency in larger Eastern cities.
To close contracts for space in Great
Falls street cars. Work on commission.
Write for details. Greenfield Advertis-
ing Agency, Great Falls, Mont.

I WANT FIVE CLIENTS—

manufacturers, wholesalers, retailers
—whose volume and variety of print-
ing will warrant the employment of
my practical and intensive super-
vision of their purchases. 10% to
25%, or more, will be saved under
my methods and direction. J. A.
Hogan, Room 402, 72 Trinity Place,
N. Y. City.

CAPITAL seeking carefully-selected
business enterprises, various kinds yield-
ing large profits, can place units \$5,000
to \$100,000. Write H. M. Black & Co.,
28 years' banking experience at 55 Broad-
way, N. Y.

Publishers Take Notice

We are a livewire advertising sales
organization.

You Need Us For the Central West

We give you real co-operation by making
daily reports on all calls which we
FOLLOW UP. Box 777, Printers' Ink,
Chicago Office.

PARTNER

A business organization in Phila., doing
an ever-increasing business, desires to
connect with a live young man, thor-
oughly familiar with the selling and pro-
duction of display advertising. A man
with ambition, poise and capital. The
capital alone will not do. We want a
worker who wants a good chance to invest
his money and who is willing to work
to make it grow.

All information will be cheerfully ex-
changed to those only who can show past
results. Box 762, Printers' Ink.

HELP WANTED

Circulation Manager, good opportunity
for man of ability. Territory covers
twelve Southern States. Give age, expe-
rience, reference and salary. Address
Box 771, Printers' Ink.

Representative Wanted

on Pacific Coast for New York trade
monthly. Eight thousand circulation.
Commission basis. Address Box 769,
Printers' Ink.

ADVERTISING AND PRINTING

Fifty-fifty commission proposition offered
producers by advertising and printing
organization backed by excellent copy
and idea department. If you are a pro-
ducer, communicate with Box 773, P. I.

COPY MAN WANTED

A moderate-sized, well-financed agency
in the Southwest needs a high-grade,
experienced copy writer.

The successful applicant will be given
an interest in the business after he has
proven himself. No beginners need to
apply. Write fully, sending specimens
of your work. Box 770, Printers' Ink.

One of the foremost business papers has an opening for a young man in the advertising service department. Write, giving full details, including salary expected, Box 787, Printers' Ink.

Commercial Artist wanted by old-established firm with largest art department in the State of Kansas. One with retouching experience preferred. McCormick Armstrong Press, Wichita, Kansas.

Advertising solicitor who can sell agency service on its merits. No "spellbinder" wanted. Efforts of the right man will be unrestricted. Write in full detail immediately to 508 Press Bldg., Binghamton, New York.

Special Representative wants solicitor who is acquainted with New York agencies and advertisers. Permanent position, good salary and good opportunity. Address, stating experience, to Box 785, P. I.

PRINTING SALESMAN

The most modern plant in New Jersey, equipped to handle the better grade printing at reasonable prices, requires the services of a man with an established trade to whom we can offer a dependable service, including copy writing, art work, and entire mailing facilities. To one who can appreciate the desirability of connecting with us, we have an attractive proposition to offer which can be made more desirable if you are competent to estimate. The Print Shop, 215 Central Avenue, Newark, N. J. Telephone Market 9001.

ADVERTISING SALESMAN

An exceptional opportunity awaits a high-class, successful advertising salesman to represent the leading publication in its class. Prospective advertisers for this (monthly publication) are confined almost exclusively to manufacturers, but include about every line. The field to be covered is outside of New York but in the Eastern district and requires considerable traveling. Commission basis with a liberal allowance for traveling expenses and full credit for business now represented in that district. If you can meet these requirements and desire a permanent position, we shall be glad to receive your application stating your experience, publications you have represented, remuneration you have received, age, married or single. Box 792, P. I.

SALESMEN WANTED

WE Have been established 76 years. Are a several million dollar concern. Supply a salesmanship service. Sold to Dry Goods and Dept. Stores. Require extensive traveling. Exclusive territory open. **YOU** Will draw against commission.

Must be an A1 salesman.
Must have broad selling experience.
Must be 35 years of age or over.
Must supply ability references.
Must be able to sell something intelligible.
Must give full particulars in reply.
Address: C. V. Davenport, 239 West 39th Street, New York City.

Ad and literature copy writer on Gasoline Engines; American, Protestant, around 30 years, of no bad habits. A live wire, but no smart Aleck. Position permanent. Interest in company later if agreeable. Witte Engine Works, Kansas City, Mo.

PHOTO-ENGRAVING SALESMAN

WE HAVE A POSITION OPEN
ON OUR SALES FORCE.
THE GILL ENGRAVING COMPANY

MISCELLANEOUS

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 14, 1923, at 12 o'clock noon. Chas. H. Thayer, Pres.

POSITIONS WANTED

Lettering and Layout Artist wishes permanent connection with small growing agency or Free Lance work. Now with big agency; references. Box 775, care of Printers' Ink.

Correspondent, Executive, Office Manager—Twenty-seven years old, married, High School graduate; 8 years' exceptional business training. Box 766, care of Printers' Ink.

AUTOMOTIVE COPY WRITER

Forceful writer of "selling" automotive copy wants connection with agency or maker of parts or accessories. Send for convincing copy samples. Box 767, P. I.

POSTER ARTIST

Exceptional color specialist and idea man wants congenial connection as Art Production manager. Address Box 768, Printers' Ink.

ADVERTISING

Publisher's representative, steady, reliable man, wants live publication to represent in Chicago territory. Address Box 776, Printers' Ink.

Assistant to account executive or advertising manager growing concern. Progressive young man, university student, with knowledge and experience in copy, layout, and typography desires position in the right capacity. Address Box 764, Printers' Ink.

Advertising Service

I plan forceful campaigns for Manufacturers, etc. Record of results; moderate service fee.

Irving Bresalier

239 West 39th St. New York

I WANT A HE-MAN'S JOB

Young man, 28. A.B. degree. 6 years' successful record, sales promotion, selling and office management. Will produce and work. Box 783, Printers' Ink.

SALES PROMOTION

Copy-plan chief New York agencies 8 years. Expert on publication advertising and direct mail. Box 779, Printers' Ink.

Desire position on Automotive Classification of Newspaper or General Media. Ten years' experience on Automobile Trade Papers. Now employed and can show record. Married, age 34. Box 782, Printers' Ink.

ASSISTANT SALES MANAGER

With advertising point of view. 11 years' experience. Routine systematizer. Crackerjack correspondent. Merchandising sense. 28, aggressive. \$50. Box 789, Printers' Ink.

Sales Promotion Manager, unusually broad experience national and local publicity sales plans, house-organs, direct-mail merchandising with large concerns, wide knowledge dealer and consumer problems. Box 778, Printers' Ink.

RESEARCH MAN

Several years' training in market investigation and research. Sales contact with mfrs., jobbers and dealers. Desire connection in this field. Available for any territory. Box 780, Printers' Ink.

DIRECT-MAIL SALES PROMOTION and advertising man seeks responsible position in Middle West. Middle age, single, attractive personality. Fifteen years' experience sales correspondence machinery and supplies. Box 763, P. I.

Competent young man, 28, single, well educated, good address and exceptional general qualifications: sound business training, executive ability, excellent correspondent, of initiative and accustomed to responsibility; desires advertising position. Box 786, Printers' Ink.

Advertising Salesman - Manager

who has had fifteen years on Trade and Class journals seeks connection as general advertising manager of established publication or as Eastern or New England manager. Box 784, Printers' Ink.

Sales executive, advertising man and electrical engineer, at present employed, seeks change where broad experience may be used to build up or strengthen a business. Age 35 and married. If you want a man who can shoulder responsibility write Box 765, care of Printers' Ink.

CAN YOU USE THIS MAN?

Thoroughly trained and successful correspondent on sales, collections and adjustments. Two years' advertising experience. Knows how to write good letters, and can handle large volume of detail smoothly and efficiently. Seeking greater opportunity to develop. College graduate, also courses in advertising and business correspondence. Age 33, married. Prefer New York, Philadelphia or New England. Box 772, Printers' Ink.

WE CONNECT THE WIRES

SOME BIG PRINTING PLANT needs a manager who has proved his ability to handle big business. We have the man, one who has come up through the works, as printer, foreman and superintendent, to his present position the general management of an important publishing house. His record, also reason for seeking a change is sound. Mention our No. 916.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

PRESENT MANAGER of moderate-sized agency desires connection as advertising manager with large advertiser, is familiar with all phases of advertising, has initiative and ability and can give the sales department strong support; salary, \$5,000. Box 774, Printers' Ink.

ADVERTISING MAKE-UP—One who knows how to manage department and also lay out book in good taste wants connection. Can handle large monthly or weekly or both. Best of reference as to work and personality; 29 years old. Salary open. Box 790, Printers' Ink.

WANTED—Opportunity in advertising department of national advertiser where all-around experience is essential. Have experience in buying printing, engraving, paper; also layout work, sales correspondence; knowledge of publications; 29 years old; best of references regarding ability; salary moderate. Box 791, P. I.

700 New Customers

Added last year, same percentage now being maintained. Advertising experience includes: 4 years with paint house; one year agency; 2 years auto accessory manufacturer; 2 years machinery house (present position). Age 31. University education. I have definite tangible results to show someone. Box 781, P. I.

Wanted to Represent Organization

Do you want your affairs at Washington looked after in a thorough, conscientious and tactful manner?

Do you want results that are not only comprehensive and complete but absolutely accurate?

Experience of 24 years in responsible administrative capacities in railroad, manufacturing, association and government work has given me necessary mental equipment and training to be of value to some organization.

Have lived in Washington 30 years and am thoroughly conversant with business interests and Government institutions.

Wish to remain account family and interest in civic affairs.

Desire permanency, sufficient salary to support family in decency and some future.

Services available immediately.
Geoffrey Creyke, 3728 Jocelyn St., Chevy Chase, D. C.

Table of Contents

NEW YORK, May 3, 1923

| | | |
|---|--------------------------------------|-----|
| Out-of-Date Credit Information: What It Is Costing Manufacturers in Sales..... | <i>J. R. Sprague</i> | 3 |
| Uncle Sam's Endorsement in Advertising Copy..... | <i>J. F. Richter, Jr.</i> | 8 |
| How the Federal Trade Commission Fosters Healthy Competition..... | <i>An Address by Huston Thompson</i> | 17 |
| Advertising Matters Get Attention at Newspaper Convention..... | | 25 |
| Can Books Be Merchandised?..... | <i>James Henle</i> | 33 |
| Successfully Using a Famous Author's Work in Merchandising.. | <i>James True</i> | 41 |
| When Complete Advertising Files May Guard the Trade-Mark..... | <i>G. A. Nichols</i> | 57 |
| Audit Bureau Adopts Rules on Publicity..... | | 68 |
| Promoting Men for Executive Jobs..... | | 73 |
| Co-operative Advertising to Take Mystery out of Banking..... | <i>E. B. Weiss</i> | 81 |
| Press First Charge of Violation of "Printers' Ink" Model Statute in New York..... | | 89 |
| Trying to Solve the Problem of the "Trade-In"..... | <i>Henry Burwen</i> | 99 |
| Dealers Shown That Experience with a Product Will Help Sell It..... | <i>August Belden</i> | 113 |
| Gloucester Inaugurates Joint Effort to Popularize Salt Fish..... | <i>James M. Mosely</i> | 121 |
| A Patent Office Decision That Helps Advertisers..... | <i>Chauncey P. Carter</i> | 124 |
| When Eliminated Backgrounds Mean More Compelling Pictorial Display... | <i>By a Commercial Art Manager</i> | 137 |
| Advertising Commission Discusses Convention Plans..... | | 154 |
| Editorials | | 174 |
| Competition vs. Monopoly—Labor's Interest in Advertising—Business-Paper Campaigns Boost Consumer Campaigns—Triple Function Advertising. | | |
| The Little Schoolmaster's Classroom..... | | 180 |

Advertising That Stands Out —Stands Up



Advertisers welcome an opportunity to display individuality.

To be individual is to radiate a distinct personality that wins a hearing, or better, a reading.

The strength of the impression your advertising makes is often measured by the opportunity a medium offers to be individual.

Outdoor Advertising because of its individual display units, lends personality and distinctiveness to the advertising message of any type of business.

Pioneers in the Outdoor field are still there because of this feature and several others equally important.



*Branches in 49 Cities Operating in and
Representing 9,000 Cities and Towns*

CHICAGO
Harrison, Loomis &
Congress Sts.

NEW YORK
Broadway, Fifth Ave.
at 25th Street

*These CLOTHING advertisers,
desirous of reaching women, used*



*more space in The
Chicago Tribune
in 1922 than in
the five other
Chicago papers
combined:*

| —1922 Lineage— | | |
|--------------------------------|--------------------|-----------------------------|
| | Chicago Tribune | All other Chicago Papers |
| BENNETT'S, Inc. | 33,328 | 4,225 |
| BERNARD'S, George | 56,197 | 5,202 |
| BLACKSTONE SHOP, The | 10,914 | 1,873 |
| BLUM'S | 25,101 | 580 |
| CHENEY Bros., Silks | 7,320 | |
| FELDMAN, H. L., Inc. | 8,709 | 6,438 |
| FRANK SHOP, The | 9,575 | 3,454 |
| GEORGE, F. B., Co. | 48,293 | 24,421 |
| JEROME & Co. | 11,168 | 3,380 |
| KERMAN'S | 47,089 | 10,077 |
| LESCHIN, Inc. | 54,748 | 19,597 |
| MATHEWS, F. N., & Co. | 42,987 | 1,750 |
| McAVOY, Inc. | 7,149 | 432 |
| ROBERTS, J. H., & Co. | 8,395 | 4,211 |
| ROSENBERG Bros. | 5,982 | 166 |
| ROSENTHAL'S | 16,802 | 2,232 |
| SAMPLE Cloak & Suit Shop. | 12,058 | 5,052 |
| SHEAHAN, Katharyn | 5,433 | |
| TAYLOR, W. H., Inc. | 20,251 | 11,069 |
| VOGUE Shop | 5,092 | |
| WALES, Betty, Dress Shop. | 48,744 | 11,618 |
| WEATHERED, Martha | 6,657 | 291 |
| A. STARR BEST | 53,510 | 34,583 |
| | 548,511 | 150,651 |

OTHER ADVERTISERS of women's clothing, such as Lane-Bryant and Peck & Peck spent more money in The Tribune than in all other Chicago papers combined though their Tribune lineage did not amount to 50% of their total. The consistent concentration of large space in The Chicago Tribune unquestionably pays.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Avenue
New York

Tribune Building
Chicago

Haas Building
Los Angeles